



CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE MEETING
May 21, 2026 – 5:30 PM

City Council Chambers, 803 W. Holland Avenue, Alpine, Texas 79830

1. **CALL TO ORDER.** -
2. **PUBLIC COMMENTS.** - *Each person in attendance who desires to speak to the Board on an item on the agenda shall speak during this section. Public comments may be made regarding agenda items only. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees.*
3. **PUBLIC HEARINGS.** - *At this time, the Chair will invite members of the public to address each item listed in this section. Comments made during this section are limited to the topic of each public hearing. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees. If more than one public hearing is being held, each person will be allowed to speak during each topic.*
4. **APPROVAL OF MINUTES OF PREVIOUS BOARD MEETING -**
 - A. May 14, 2026 Meeting Minutes. (G. Calderon, City Secretary)
5. **DISCUSSION ITEMS -**
 - A. Discuss details of Fiscal Year 2026-2027 HOT Grants budget and possible award amounts. (C. Ruggia, Chair)
6. **ACTION ITEMS.** - *Action items are to be accompanied by a brief statement of facts, including where funds are coming from, if applicable. (Action items limited to 10 per meeting).*
 - A. Approve recommendation to the Alpine City Council for the Fiscal Year 2026-2027 Hotel Occupancy Tax Grant awards. (C. Ruggia, Chair)
7. **BOARD MEMBER COMMENTS -**
8. **ADJOURN.** -

CERTIFICATION

I, Geoffrey R. Calderon, do hereby certify that this notice was posted at City Hall, in a convenient and readily accessible place to the general public, and on the City website at www.cityofalpine.com/agenda pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5:00 P.M. on May 8, 2026, and remained so posted for at least 3 business days preceding the scheduled time of the said meeting.

WITNESS MY HAND AND SEAL
this 8th day of May 2025.



Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer



**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

May 21, 2026

Agenda Item No. 4A

Department: Administration

Sponsor: Geoffrey R. Calderon, City Secretary

Memo Prepared By: Alexandra Tackett, Deputy City Secretary

Staff Recommendation: None



AGENDA ITEM

May 14, 2026 Meeting Minutes. (G. Calderon, City Secretary)

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

1. 5-14-26 Hotel Occupancy Tax Committee Minutes
-

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY 2025-2026: N/A
Additional Funding: N/A

APPROVERS

Alexandra Tackett, Deputy City Secretary
Geoffrey R. Calderon, City Secretary

City Of Alpine
HOTEL OCCUPANCY TAX COMMITTEE MEETING
Thursday, May 14, 2026 – 5:30 PM
Minutes

1. **CALL TO ORDER.** -

Chair Chris Ruggia called the meeting to order at 5:31 P.M. The meeting was held at City Council Chambers located at 803 West Holland Avenue and via Zoom Videoconference in the City of Alpine, Texas.

Board Members Present:

Place 3 Kirsten Moody
Place 4 John Green - *Virtually*
Place 5 Joanna Laxton
Chair Chris Ruggia

City Staff and Stakeholders Present:

Geoffrey R. Calderon, City Secretary
Rick Stephens, City Council

Not Present:

Place 1 Rachel Ziegler
Place 2 Susi Gonzales
Place 6 Heidi Wasserman
Place 7 Evin Hanke

Others Present: 1 other attendee.

2. **PUBLIC COMMENTS.** - *Each person in attendance who desires to speak to the Board on an item on the agenda shall speak during this section. Public comments may be made regarding agenda items only. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees.*

Public Comments:

- Lisa Nix, Ward 2, talked about the 2027 Gem show.

3. **PUBLIC HEARINGS.** - *At this time, the Chair will invite members of the public to address each item listed in this section. Comments made during this section are limited to the topic of each public hearing. Attendees must be physically present in order to address the Board. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees. If more than one public hearing is being held, each person will be allowed to speak during each topic.*

4. **APPROVAL OF MINUTES OF PREVIOUS BOARD MEETING** -

5. **DISCUSSION ITEMS** -

- A. Review and score Fiscal Year 2026-2027 Hotel Occupancy Tax grant applications. (Chris Ruggia, Director of Tourism)

6. **ACTION ITEMS.** - *Action items are to be accompanied by a brief statement of facts, including where funds are coming from, if applicable. (Action items limited to 10 per meeting).*
7. **BOARD MEMBER COMMENTS** -
8. **ADJOURN.** -

There being no further business, the meeting was adjourned. (8:50 P.M.)

APPROVED:

ATTEST:

Officer of the Board

Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer

CERTIFICATION

I, Geoffrey R. Calderon, do hereby certify that this notice was posted at City Hall, in a convenient and readily accessible place to the general public, and on the City website at www.cityofalpine.com/agenda pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5:30 P.M. on May 8, 2026, and remained so posted for at least 3 business days preceding the scheduled time of the said meeting.

WITNESS MY HAND AND SEAL
this 8th day of May 2026.



Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer



HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM REPORT

May 21, 2026

Agenda Item No. 6A

Department: Office of the City Secretary

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: Approve



AGENDA ITEM

Approve recommendation to the Alpine City Council for the Fiscal Year 2026-2027 Hotel Occupancy Tax Grant awards. (C.Ruggia, Chair)

EXECUTIVE SUMMARY

None

SUPPORTING MATERIALS

1. 2026-2027 HOT GRANT REQUESTS
2. 1. 3-24-26 ALPINE CHRISTMAS COUNTRY
3. 2. 3_26_26 BIG BEND FILM COMMISSION
4. 3. 4_8_26 GUITAR IN THE BIG BEND
5. 4. 4_9_26 ANNUAL ALPINE GEM & MINERAL SHOW
6. 5. 4-10-26 BIG BEND RANCH RODEO
7. 6. 4_10_26 SRSU 2026 HOMECOMING CELEBRATION
8. 7. 4_14_26 SR CLLEGE RODEO
9. 8. 4_14_26 AMERICAN LEGION RIDERS TEXAS STATE RALLY
10. 9. 4_16_26 ALPINE'S ARTWALK
11. 10. 4_16_26 SPIRIT OF THE WEST FEST
12. 11. 4_16_26 SR ATHLETIC EVENTS
13. 12. 4_16_26 VIVA BIG BEND
14. 13. 4_16_26 ALPINE COWBOYS BASEBALL
15. 14. 4_17_26 ALPINE WILDLIFE WEEKEND
16. 15. 4_17_26 FAR WEST COMICCON
17. 16. 4_16_26 PIONEER REUNION
18. 17. 4_17_26 MOTHER'S DAY DANCE
19. 18. 4_17_26 MUSEUM OF THE BIG BEND
20. 19. 4_17_26 TRAPPINGS
21. 20. 4_17_26 BIG BEND BLUEGRASS
22. 21. 4-17-26 4TH OF JULY
23. 22. 4_17_26 GEO FEST
24. 23. 4_17_26 LONESTAR COWBOY POETRY GATHERING
25. 24. 4_17_26 62ND SEASON OF THEATRE OF THE BIG BEND
26. 25. 4_17_26 ARHLETIC BENEFIT CONCERT

27. 26.4_17_26 ANNUAL BORDER ARCHIVES BAZAAR

BUDGET CONSIDERATIONS

Expenditure Required: TBD
Savings Anticipation: N/A
Current Budget FY 2025-2026: N/A
Additional Funding: N/A

APPROVERS

Alexandra Tackett, Deputy City Secretary
Geoffrey R. Calderon, City Secretary

NO.	DATE	ORGANIZATION	NAME OF EVENT	TOTAL REQUESTED	CIVIC CENTER	ADVERTISING	PROMOTION OF THE ARTS	HISTORICAL RESTORATION	SPORTING EVENT	TRANSPORTATION
1	3/24/26	Alpine Humane Society	Alpine Mountain Country Christmas	\$1,200	-	\$1,200	-	-	-	-
2	3/26/26	Big Bend Film Commission	Big Bend Film Commission/ Austin Film Festival	\$22,000	-	\$22,000	-	-	-	-
3	4/8/26	Guitar in the Big Bend	Guitar in the Big Bend 2027 - Kim Periak and Karla Hamelin	\$10,000	-	\$5,000	\$5,000	-	-	-
4	4/9/26	Chihuahuan Desert Gem & Mineral Club	Annual Alpine Gem & Mineral Show	\$11,900	\$900	\$5,500	\$5,500	-	-	-
5	4/10/26	Big Bend Ranch Rodeo	Big Bend Ranch Rodeo	\$20,000	-	-	-	-	\$20,000	-
6	4/10/26	Skellon's Runway	Skellon's Runway	\$5,500	-	\$2,000	\$3,500	-	-	-
7	4/14/26	Sul Ross State University Rodeo Team	81st Annual Sul Ross College Rodeo	\$20,000	-	-	-	-	\$20,000	-
8	4/14/26	Big Bend American Legion Post 79	2027 American Legion Riders Texas State Rally	\$7,500	-	\$2,500	\$5,000	-	-	-
9	4/16/26	Alpine's Gallery Night, Inc.	Alpine's Artwalk 2026	\$60,000	-	\$25,000	\$35,000	-	-	-
10	4/16/26	Alpine's Gallery Night, Inc.	Spirits of the West Fest	\$33,500	-	\$16,000	\$17,500	-	-	-
11	4/16/26	Sul Ross State Athletics	SR Athletics Event	\$50,000	-	-	-	-	\$50,000	-
12	4/16/26	Viva Big Bend	Viva Big Bend	\$35,000	-	\$19,000	\$15,000	-	-	-
13	4/16/26	Big Bend Community Baseball & Softball	Alpine Cowboys Baseball	\$40,000	-	\$15,000	-	\$10,000	\$15,000	-
14	4/17/26	Borderlands Research Institute	Museum of the Big Bend / Granada Theatre	\$6,000	-	\$4,500	\$1,500	-	-	-
15	4/17/26	The Magical Warehouse for Far West Texas	Far West Texas Comic Con	\$12,000	\$1,000	\$10,000	\$10,000-\$20,000	-	-	\$1,000
16	4/17/26	Big Bend Natural History Association	Pioneer Reunion	\$9,000	-	\$3,000	-	\$6,000	-	-
17	4/17/26	Family Crisis Center of the Big Bend Inc	Mother's Day Dance	\$4,000	-	\$500	\$3,500	-	-	-
18	4/17/26	Museum of the Big Bend	Museum of the Big Bend	\$45,000	-	\$45,000	-	-	-	-
19	4/17/26	Museum of the Big Bend	Trapping of Texas Entity Creation 1925	\$35,000	-	\$35,000	-	-	-	-
20	4/17/26	Big Bend Bluegrass Association	Annual Big Bend Bluegrass Festival	\$22,200	\$200	\$10,000	\$12,000	-	-	-
21	4/17/26	Alpine Community Projects	Alpine's Fourth of July Celebration	\$4,400	-	\$1,900	\$2,500	-	-	-
22	4/17/26	Sul Ross University Geology Program	Geo Fest '27	\$8,894	-	\$4,444	\$1,200	\$3,250	-	-
23	4/17/26	Lone Star Cowboy Poetry Gathering	Lone Star Cowboy Poetry Gathering, Weekends, and Films	\$65,400	\$400	\$45,000	\$20,000	-	-	-
24	4/17/26	Theater of the Big Bend	62nd Season of Theater of the Big Bend	\$30,000	-	\$30,000	-	-	-	-
25	4/17/26	Sul Ross University Athletic Benefit	2026 Athletic Benefit Concert	\$7,500	-	\$7,500	-	-	-	-
26	1/17/26	The Archives of the Big Bend, Sul Ross Si	10th Annual Border Archives Bazaar	\$2,400	-	1200	-	1100	-	-
GRAND TOTAL REQUESTED:				\$568,394	\$2,500	\$311,244	\$127,200	\$20,350	\$105,000	\$1,000

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 03/24/2026

Name of Organization: Alpine Humane Society

Address: 706 N. 5th St

City, State, Zip: Alpine, TX 79830

Contact Name: Mary Ann Vega

Contact Email Address: maryann@alpinehumanesociety.org

Contact Phone Number: 432-837-2532

Web Site Address for Event or Sponsoring Entity: www.alpinehumanesociety.org

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: 75-2070318 Entity's Creation Date: 1986

Name of Event or Project: Alpine Mountain Country Christmas

Date of Event or Project: 12/04 and 12/05/2026

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$1200.00

How will the funds be used: Advertising

Brief Description of Funded Activity/Facility: A two day Christmas festival with approximately 50 vendors, live music, food, libations, and Santa photos.

RECEIVED
City of Alpine, Texas

MAR 24 2026

OFFICE OF THE CITY SECRETARY

BY: [Signature] 3:15 pm

Percentage of Hotel Tax Support of Related Costs:

50 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: One

Expected Attendance: 300

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 100

How many nights will they stay: 2 to 3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not yet. We intend to arrange for a host hotel to offer a discount co

How will you measure the impact of your event on area hotel activity? We will request a report from our host hotel of usage of the discount code. Additonally, we will capture zip codes for a reasonable sample of attendees to determine how many are from outside our area.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: city of Alpine, BBT, Alpine Lions Club, and True Value were last year's sponsors. We are confident of continued support.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 1255.00
- Newspaper \$ 250.00 Radio \$ 150.00 TV \$ _____
- Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 200.00 Other \$ 655.00 Print ad posters

What cities/regions/demographics will you reach with your advertising and promotions? Alpine, Marfa, Marathon, Fort Davis, Terlingua, and Fort Stockton

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 1,500

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 1200.00
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? 500

How many of the participants are expected to be from another city or county? 200

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 200

- 3. **Transportation:** cost of providing free transportation services that ***start or end at hotel*** or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Alpine Mountain Country Christmas 2026 Required Attachments

Preliminary Budget

2025 Revenue

\$3750.00 Booth reservations for vendors

\$500.00 In kind donation, True Value (Christmas Tree)

\$500.00 In kind donation BBT (wi-fi hot spot installation)

\$250.00 In kind donation, City of Alpine (Civic Center venue for City-sponsored event)

\$500.00 In kind donation Lions Club of Alpine (set up and breakdown of venue, and two days of manned coffee service at the event)

\$2500.00 In kind donation of 10 local musical acts from local churches and local musicians over two days

\$4450.00 from our AHS sales of Christmas décor, pet supplies, and See's candy.

\$12,450.00 Total

2025 Expenses

\$150.00 local radio ad KVLFF

\$250.00 newspaper ad Alpine Avalanche

\$500.00 See's Candy for retail

\$200.00 in house flyer printing AHS

\$125.00 lodging for staff member AHS

\$800.00 sound and lighting tech for two days, Jody McIntyre

\$50.00 stickers for Santa giveaway, The Thimble of West Texas

\$20.00 candy canes for Santa giveaway, Dollar General

Total \$2,095.00

Proposed Marketing Plan

AHS Web Page

Alpine Humane Society website with vendor sign-up information and event flyer. Code for vendor and guest lodging on the website.

Social Media Advertising

\$200.00 ad campaign on Facebook starting two weeks prior to the event. The campaign will promote the event generally and suggest post graphics and text to board members, partners, and supporters, with a request that they share as well.

Social Media Organic Posts

Alpine Humane Society will share details of the event on Facebook and Instagram, with requests that they be shared. We will also post on the Neighborhood App.

Press Releases

Local newspapers and radio stations

Local Radio

KVLF/KALP morning show and Trading Post, Marfa Public Radio PSA

Schedule of Activities

Thursday, December 3, 2026

6 to 8 pm, vendors have access to the Civic Center to start setting up booths.

Friday, December 4, 2026

10 am to 1 pm: vendors finish booth setup.

At 1 pm, Alpine Mountain Country Christmas opens to the public and runs until 9 pm. Music, food, and drink are available.

Saturday, December 5, 2026

10 am to 6 pm, the event is open to the public, music is playing, and food and drink offerings are available.

Noon to 3 pm, photos with Santa, with stickers and candy for children and dog treats for pets.

6 pm to 9 pm: breakdown time for vendors, clean-up, and preparation of the venue for hand back to the city.

Economic Impact

Hotels

We are estimating 100 room nights from vendors and travelers.

Off-Season Traffic

The first week of December is not peak tourist season, and a bit early for holiday traffic, and we anticipate generating local and out-of-town traffic with our event.

Downtown Business Participation

2025 was our first year hosting the Alpine Mountain Country Christmas, and we brought décor, music, additional food options, and advertising to the event.

For 2026, we hope to engage downtown businesses in holiday specials and discounts to encourage travelers and vendors to have an economic impact across our Big Bend area.

Promotional Reach

From our efforts in 2025, we know from anecdotal reporting from some of the vendors that have been participating in the event for multiple years, that 2025 was the first time they have sold out hours before the closing of the event, and many visitors who complemented the effort made to decorate the venue, the ease of moving through the booths with the new linear set up, the live music to set the holiday vibe.

For 2026, we hope to expand advertising and increase attendance. We hope to reach approximately 15,000 people through our advertising efforts, increase awareness of this annual event, and improve the odds of future attendance.

Friday 12/5/25			
1:15 PM	Alpine Christian School		
2:15 PM	Unknown band	1 hour	
4:00 PM	Hondo and Hart	1.5 hr	
6:00 PM	Tom Griffith	1 hr	
7:30 PM	Roy Herrera	1.5 hr	
Saturday 12/6/2:			
10:00 AM	Charlie Maxwell		
11:00 AM	Grace Christian Fellowship	Lori Overstreet	
Noon	Pop up Duo	Peter Westfall and Matthew Pink	1.5 hr
1:30 PM	David Kowal & Andy White	45 min	
2:00 PM	Gene Reeves	1.5 hr	
4:30 pm	Rome Antenucci and Roasted Rat	to 6 pm	

Big Bend Film Commission

Fiscal Year 2026-2027 Hotel Occupancy Tax Grant Proposal

RECEIVED
City of Alpine, Texas

MAR 26 2026 8:00AM

OFFICE OF THE CITY SECRETARY

BY:



**BIG BEND FILM
COMMISSION**



ShootBigBend.com

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CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Big Bend Film Commission - Austin Film Festival Presenting Sponsor & Exhibitor Budget Estimate

*4-Day Booth Exhibit/Program Full Page Ad/Texas Shorts Sponsor - Presenter with 30 Commercial Intro to Tx Shorts Program/Welcome Bag - ESTIMATE March 25, 2025

2025-26 Grant Award Estimate
\$22,000

March 25, 2025

No.	Category	Amount Est.	Unit/Ea.	Description	Total Est.	COST	COMPANY	NOTES
1	*Underwriting Expenses & Fees	\$ 7,500.00	1	Sponsorship, Ads, Booth, Badges & Bag	\$ 7,500.00		CoA	
2	Festival Shorts Video		1	CoA Tourism	\$ -		CoA Tourism	
TOTAL #1 -2:					\$ 7,500.00			

EXHIBIT BOOTH

3	Pop Up/Retractable Banners	\$ 80.00	6	Full Color Retractable Banners	\$ 480.00		BOTC	
4	Backdrop	\$ 300.00	1	96" X 96" with Stand	\$ 300.00		BOTC	
5	Step & Repeat Banner	\$ 300.00	1	96" X 96" with Stand	\$ 300.00		BOTC	
6	Internet Connection	\$ 35.00	4		\$ 50.00		Omni Office	
TOTAL #3-6:					\$ 1,130.00			

WELCOME BAG

7	Maps	\$ 0.70	200	8.5x11 Color Copy - for Booth	\$ 140.00			
8	Post Cards	\$ 0.50	3750	4x6 - Color Front, B&W Back - for Booth	\$ 1,875.00			
9	Pens	\$ 0.28	3750	Imprinted Ballpoint pens - for Bag	\$ 1,050.00			
TOTAL #7-9:					\$ 3,065.00			

MISCELLANEOUS

10	Shipping	\$ 250.00	1		\$ 250.00			
TOTAL #10:					\$ 250.00			

EXHIBITOR LABOR, ETC.

11	Petty Cash	\$ 50.00	4	Petty Cash	\$ 200.00		Espinoza	
12	Booth Meals	\$ 75.00	4	Total for 4 days	\$ 300.00		Espinoza	
13	Booth Asst. Fee - Web Master	\$ 400.00	4	Total for 4 days	\$ 1,600.00		Huston	
14	Booth Asst. Fee - Local	\$ 175.00	4	Total for 4 days	\$ 700.00		Espinoza	
15	Travel - Jimmy to Austin	\$ 0.725	2808	LA to Austin	\$ 2,035.80		BBFC	
16	Room Nights	\$ 150.00	2	Travel Rooms	\$ 300.00		Huston	
17	Room Nights	\$ 500.00	5	Austin Hotel	\$ 2,500.00		Huston	
18	Valet, Parking, T'ps, Transportation	\$ 50.00	4	Austin	\$ 200.00		Espinoza	
19	ShooBigBend.com Yr Maintenance	\$ 3,000.00	1		\$ 3,000.00		BBFC	
TOTAL #11-19:					\$ 10,835.80			

Big Bend Film Commission, a 501 (c)(3) Tax Exempt Charity - 701 E. Sul Ross Av., Alpine TX 79830, 432.386.3823

Total Estimate FY 2025-2026:	\$22,780.80	\$ -	\$ -
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EVENT BUDGET

HOTEL OCCUPANCY TAX GRANT APPLICATION

1

Date: March 6, 2026

Name of Organization: Big Bend film Commission 501.c(3)

Address: 701 E. Sul Ross Avenue

City, State, Zip: Alpine, Texas 79830

Contact Name: John Green, Executive Director

Contact Email Address: director@shootbigbend.com

Contact Phone Number: 432-386-3823

Web Site Address for Event or Sponsoring Entity: www.shootbigbend.com

Is your organization: Non-Profit: x Private/For Profit:

Tax ID#: 46-3439980 Entity's Creation Date: July/August 2013

Name of Event or Project: Big Bend Film Commission/Austin Film Festival

Date of Event or Project: On-going, year round, late October for festival

Primary Location of Event or Project: Alpine and the Big Bend Area (Austin for the film festival)

Amount Requested: \$22,000

How will the funds be used: To advertise and promote the art of film making in Alpine and the Big Bend

Brief Description of Funded Activity/Facility: _____

As an advertiser and as an exhibitor, and presenting sponsor at the Austin Film Festival, as well promoting our website to filmmakers world wide.

100 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 11

Expected Attendance: 3500-4000

How many ^{Filmakers} ~~people attending the Event or Project~~ will use Alpine hotels, motels or bed & breakfasts: 100%

How many nights will they stay: Depends on Film Production company

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? By the production company (Filmmaker) informing us or the City of Alpine.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: City of Alpine and private donations.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 22,000
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?
The World

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 98%

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:* 3

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 22,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? Depends on size of Cast & crew.

How many of the participants are expected to be from another city or county? 98%

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 100%

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

MARKETING PLAN – 2026-2027*



1. The BBFC will “market” the City of Alpine and the Big Bend Area via:
 - a. www.ShootBigBend.com website (20,000+ Location Type Photos).
 - b. Exhibition Booth in the Austin Film Festival’s Registration area (the Omni Office building, Austin).
 - i. We will explain the function and use of our website – ShootBigBend.com – enabling location scouts, directors, writers, and producers to do a preliminary location scout using the website – without leaving home and saving money.
 - ii. Handouts and Popup banners extolling the area (see last year’s Report graphic section).
 - c. Presenting Sponsor of Texas Shorts Program at the 2026 Austin Film Festival as ShootBigBend.com.
 - d. Naming rights of the Texas Shorts during the 2026 Austin Film Festival as the “Texas Shorts presented by ShootBigBend.com.”
 - e. ShootBigBend.com will be listed as sponsor and presenter of the Texas Shorts in all Program Books, Pocket Guides, on the film schedule of the website, email blasts, flyers, and listing of films.
 - f. The ShootBigBend.com Texas Shorts Program screening includes 8-12 short films across two short film blocks. Each block will play the first weekend of the festival with one (1) encore screening to follow.
 - g. **ShootBigBend.com, VisitAlpineTx.com and City of Alpine** logo recognition in all print and online material mentioning the Shorts.
 - h. ShootBigBend.com, VisitAlpineTx.com and City of Alpine 30 sec commercial to run prior to each Texas Shorts screening – Both at the festival and on-line in the future.
 - i. ShootBigBend.com, VisitAlpineTx.com and City of Alpine will have the opportunity to have a presence at various theater locations during The ShootBigBend.com Texas Shorts.
 - j. ShootBigBend.com will have the opportunity to place signage and promotional materials at theaters including vinyl signage, marketing materials, pop up banners, and promotional swag during the time of the screenings
 - k. Step and Repeat banner alternating AFF logo with Shoot Big Bend logo. Banner art file requires AFF approval.
 - l. ShootBigBend.com and City of Alpine will receive verbal recognition before each Texas Shorts showcase during the 2026 Austin Film Festival.
 - m. One (1) Exhibit Booth Space in AFF’s Exhibit Hall at Omni Hotel for 4 days during the Austin Film Festival and Conference.*
 - i. Wednesday, October 21, 12:00pm-5:00pm
 - ii. Thursday, October 22, 12:00pm-5:00pm
 - iii. Friday, October 23, 8:30am-5:30pm
 - iv. Saturday, October 24, 8:30am-5:30pm

**It should be noted that Registration is open early Wednesday and Thursday. We usually open early because there are a lot of people at or near our booth.*

Marketing (Cont.):

2. Opportunity to place promotional items in 3,500+ Registrant Gift Bags given out to festival registrants.
3. One (1) full Inside front cover color ad in the 2026 AFF Program Book.
4. Big Bend Film Commission, VisitAlpineTx.com and City of Alpine will receive festival exposure with logo placements on the following:
 - a. Exhibit Hall page of the 2026 Austin Film Festival Program Book
 - b. Sponsor page of the 2026 Austin Film Festival Program Book and Pocket Guide
 - c. Hyperlinked logo will appear on Sponsor page of Austin Film Festival website during the calendar year.
 - d. Sponsor Texas Shorts program with 30 sec. video, Step & Repeat Banner, and four Popup Banners for theatre display.

SCHEDULE OF ACTIVITIES

1. The BBFC will attend the Austin Film Festival as exhibitors on October 21st thru 24th, 2026 (the festival will run through October 30th). This portion of the festival will be held in the Omni Hotel office building.
2. Screening of the Texas Shorts program will be held throughout the festival and be available for screening on the internet all year.
3. The Program will be placed in each Welcome Bag and handed out during screenings, etc.
4. The Step & Repeat banner will be used for interviews.

HOTEL ATTENDANCE AND RELATED LOCAL SPENDING

1. Unless the hotels and the production companies communicate to the city or county the attendance, there is no way of estimating hotel stays.
 - a. As a side bar, many of the films would not like their stays to be made public (i.e. an example would be the news of a Star Trek movie being made in Alpine to be common knowledge stemming from a very real fear of being inundated with Trekkies).
2. The film production companies will need to eat, buy supplies, fuel their vehicles, etc. The film project would have a significant impact on the Big Bend's economy.
3. It's always worth remembering that Alpine has most of the hotels in the area.

Big Bend Film Commission

Henry Arredondo
City Manager & Chief Executive Officer
Chris Ruggia, Tourism Manager, City of Alpine
Alpine TX 79830
Via Email - h.arredondo@cityofalpine.com



March 25, 2026

RE: Austin Film Festival Report/Invoice/Actuals/Backup, October 21-25, 2025

DISCLAIMER

Unfortunately, the world caught up with me in September on the way to celebrate Bill Ivey's 70th birthday. I fell in my hotel room and fractured my pelvis and left wrist and was bedridden until late October (I'm still having to use a walker and or cane). First time I've broken a bone in my life! Unfortunately, I had to pass on going to Austin.

FESTIVAL

Oops! Under the heading of "Murphy's Law", all our newly printed banners were delivered to the Omni Hotel headquarters in Dallas! It took a day of phone calls and searching to find where they had been sent. Of course, no one took credit for the missent goods, so the BBFC ponied up almost \$500.00 and had them couriered early the next morning to Austin. They were successfully delivered early enough on Wednesday morning in time for Andre to set up the Booth.

The Big Bend Film Commission (BBFC), with the gracious help of Chris Ruggia's City of Alpine Tourism (visitalpinetx.com), was a Sponsor, Advertiser, and Exhibitor at the Austin Film Festival and Writer's Conference (AFF), held in the Omni Hotel/Office Downtown complex, October 21-25, 2025.

The exhibition was led by Jimmy Huston, Heather Yadon, and Andre Espinosa (the Espinosa's are a long-lived family of Alpine). According to all reports, they did excellent work! Special thanks go to Heather Yadon who was able to fill in details about Alpine and the area. The following is our report on the event.

SPONSOR, ADVERTISER

The BBFC, along with the Tourism Department of Alpine, sponsored the Texas Shorts portion of the festival with a 30-second lead-in film*, created by Chris Ruggia and Bobby Greeson. Our film was the first thing the audience saw, and will continue to see, when viewing the Shorts presentation – even after the festival is over and the shorts are viewed on-line. We supplied a Step & Repeat banner* for interviews, four Pop-Up Banners* for display in a theatre lobby; we also placed items in the Welcome bags* that promoted Alpine and the Big Bend area. We placed an inside front cover full-page ad* in the official program. This program was provided to every registrant and attendee of the festival.

EXPENSES

Of course it turned out to be more expensive with higher food, transportation, and hotel costs. Sort of the norm I guess (Budget accounting to follow).

EXHIBITOR

The Exhibitor segment and registration were scheduled to start at noon on Wednesday in the Registration area and finish Saturday evening. Our group - Jimmy, Heather, and Andre, set up our booth Wednesday morning (we added an 85" television monitor to the booth, instead of a backdrop, to better help explain the Big Bend area).

Will all the filmmakers we met bring their films to Alpine and the Big Bend area? Who knows, but I don't think they will forget us...and many folks expressed genuine interest and intent to visit the Big Bend area for personal trips.

COMMENTS

The following are comments (mildly edited) in the voices of Jimmy Huston and Andre Espinoza:

JIMMY HUSTON - WEB-DESIGNER, PHOTOGRAPHER, WEBMASTER

November 2, 2025

"This year's Austin Film Festival seemed to reach a respectable comfort level for the Big Bend Film Commission and its relationship with the festival in general.

It started when the hotel screwed up reservations again and executives from the festival came quickly to the rescue, enabling me to go to my room while they hashed things out with the hotel. The AFF also moved us to a new and far superior location, at the top of the lobby's spectacular staircase, at the entrance both to registration and a variety of festival sessions.

The new display panels looked good, and the larger television screen was a great improvement.

There seemed to be three basic kinds of people attending the festival. There were, of course, plenty of actual filmmakers, who are our primary targets. In addition, there were lots of both novice and perennial screenwriters who are the mainstay of the festival. These are hopeful future filmmakers and are long range targets for us, but often they are also involved in short film productions that have local content and could be shot in the Big Bend. The third group is the basic Austin public audience for the festival's films. They are of little use to us regarding film locations, but they were perfect targets of opportunity for Heather Yadon (assistant Tourism Director), who went after every one of them as a potential tourist for Alpine.

Before every session there was a line of these people right in front of us as they waited patiently for things to start up. The filmmakers would have time to study our booth's display, either before or after these sessions and eventually saunter over to see what we were up to.

This was particularly evident after sessions dealing with film production incentives, both statewide and locally. Everyone – even the beginners – started asking about incentives first thing. In those cases, Heather took the lead and explained the possibilities, including local Alpine hotel rebates. Then she'd pass them over to me and I'd show them all the location possibilities on the website.

There were actually a few screenwriters who immediately discussed changing the setting for their screenplays to take advantage of something they'd seen displayed.

There were also quite a few return visitors who remembered us from previous years and made a point to come by and see what we had that was new.

Overall, we made some new friends with big plans for productions. It's always hard to tell which ones will actually go into production, but we're definitely in their plans. It was a good event."

ANDRE ESPINOZA

"Here is my recap of the event this year (2025):

The AFF went great this year! We had a great spot for foot traffic, the first booth on top of the stairs right before EVERYONE noticed us. Lots see us and asked about to represent Alpine was valuable resources and intrigued any guest no festival for. Overall, smiles big enough to fit on the "The Big Bend" came by to of our last guests stopped by for the \$3m-\$5m production and Heather had all the forward to bringing more come! (potentially working with the visit Alpine team to further promote ShootBigBend.com!) It's always a pleasure working with y'all!"



people got to registration so of familiar faces were excited to John. Having Heather this year amazing, she had so many information about Alpine that matter what they were at the all around. The 85" TV was just table. The director of the film, say hello. One highlight was one the table to ask about lodging being shot in the Big Bend area, details for them. Looking business to Alpine for years to

It sounded like another fantastic Austin Film Festival!

Sincerely,

John Green, Executive Director

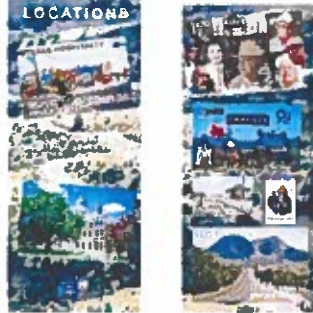
cc: BBFC Board of Directors, J. Huston, A. Espinosa

***GRAPHICS**

- :30 Shorts Film (see Chris)
- Step & Repeat Banner - Portion



- Pop Up Banners (Left & Right)



- Post Card
(We did not print new post cards for this festival, but Heather was able to bring enough Alpine cards to fill our needs!)
- Map



- Program Ad (Inside Front Cover)



- Booth



HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4-8-2026

RECEIVED
City of Alpine, Texas

Name of Organization: Guitar in the Big Bend

APR 08 2026

Address: PO BOX 174

OFFICE OF THE CITY SECRETARY

City, State, Zip: Marfa, TX, 79843

BY: [Signature] 3:50pm

Contact Name: Nicolas Hurt

Contact Email Address: nicolas.hurt@sulross.edu

Contact Phone Number: 512-695-9127

Web Site Address for Event or Sponsoring Entity: www.guitarinthebigbend.com

Is your organization: Non-Profit: _____

Private/For Profit:

Tax ID#: NA Entity's Creation Date: April, 2024

Name of Event or Project: Guitar in the Big Bend 2027 - Kim Perlak and Karla Hamelin

Date of Event or Project: February 4-6, 2027

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$10,000

How will the funds be used: \$5,000 of the funds will go to paying for Dr. Kim Perlak, Professor of

Guitar at Berklee College of Music and Karla Hamelin, Professor of Cello at Texas State

University to travel to Alpine and perform - the remainder will be used for marketing

Brief Description of Funded Activity/Facility: Concerts, masterclasses, luthier displays and all things

guitar come to Alpine, Marfa and Presidio for Guitar in the Big Bend. Last event was standing

room only at the Museum of the Big Bend for Bokyoung Byun with many out of town zip codes

collected at the door.

Percentage of Hotel Tax Support of Related Costs:

64.5 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 3

Expected Attendance: 300

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: I have a goal of attracting 25-50 visitors

How many nights will they stay: To see all three concerts, Presidio, Marfa, Alpine will be 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? I will collect emails / zip codes. For the Bokyoung Byun concert I collected 22 out of town zip codes.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University, West Texas National Bank, Marfa National Bank, Hotel Paisano, Individual community members.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 5,000
- Newspaper \$ 2,000 Radio \$ 1,000 TV \$ _____
- Press Releases to Media \$
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 1,250 Other \$ 750 (design)

What cities/regions/demographics will you reach with your advertising and promotions? El Paso, Midland / Odessa, Austin, San Antonio, Dallas, Houston

What estimated number of individuals will your proposed marketing reach who are located in another city or county? ~500,000 with Meta ads, print and radio

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 5,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 5,000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

Comment from Bokyoung Byun, 2026 visiting artist:

"Thank you for having me perform for the festival. It was such an experience, not like any other guitar festival. You have such an amazing community of people there. I felt so lucky to have been part of the festival!"

1. Total event budget including HOT funds

EVENT EXPENSES (Feb. 2026)	
Artist fee (Kim Perlak, Karla Hamelin)	\$5,000.00
Organizing admin fee	NA
Museum of the Big Bend rental fee	\$250.00
Total performance expenses	\$5,250.00
Marketing / advertising expenses	\$5,000.00
Total event expenses	\$10,250.00
Non HOT grant event revenue	
SRSU masterclass honorarium	\$250.00
Marfa National Bank donation	\$1,000.00
First Presbyterian Church fund	\$1,250.00
Local hotel voucher donation	~\$1,500.00
Presidio Gallery payment	\$600
Total non-grant revenue	\$4,600.00
Percentage from non grant funds	35.5% of budget
HOT funds request (advertising)	\$5,000.00

HOT funds request (arts)	\$5,000.00
Total HOT funds request	\$10,000.00

Funds gained from additional (non grant funded) Guitar in the Big Bend concerts and events for this season:

Presbyterian Church fund for October 2026 concert:	\$1,000.00
Community financial donations:	\$250.00
Community labor donations (volunteering time):	\$500.00
Sul Ross honorarium for October 2025 masterclass:	\$500.00

Accounting for these incoming funds the total season of Guitar in the Big Bend (October 2025 concert + February 2026 concert) is 44.6% funded from non-HOT grant funds

2. Proposed Marketing Plan for Funded Event

Best bang for the buck came from Meta ads with 132,500 impressions for the general ad at \$5.49 per 1,000 impressions and cost per click at \$.34. An additional Instagram promoted post received 22,579 impressions at \$11.94 per 1,000 impressions and cost per click at \$.52.

The Austin Chronicle Ad [reaches 350,000 readers on average](#). The cost for this ad was \$1533.



The advertisement on Marfa Public Radio reached the Odessa Midland audience with daily ads during prime listening hours.

With these experiences under my belt I plan on using funds for primarily Meta ads, Marfa Public Radio ads, some paper ads including the Austin Chronicle. I want to venture into print ads in El Paso and Midland / Odessa. I also want to target more classical guitar specific media outlets (similar to Classical Guitar Insider). Classical Guitar Magazine, Acoustic Guitar, Fretboard Journal, Soundboard Magazine, etc, etc...

3. Schedule of Activities or Events Relating to the Funded Project

For Guitar in the Big Bend February 2027 I am very pleased to say Kim Perlak (Chair of the Guitar Program at Berklee College of Music) and Karla Hamelin (Professor of Cello at Texas State University) have agreed to travel to our community to perform and teach a masterclass at SRSU. This coming year Guitar in the Big Bend expands into Presidio with a concert at one of their local galleries.

More information on Kim Perlak:



With performances that express a breadth of tradition, guitarist Kim Perlak has been recognized as an inspired voice in new American music. Her playing was praised by *The Austin-American Statesman* as, “thoughtful, enchanting, vivid...a songwriter’s circle without the lyrics,” and by another Austin reviewer as, “moving...the most patriotic thing I’ve experienced in many months.”

Kim’s approach to the guitar includes new music, education, and public service. Her performances of classical works, original pieces, and collaborations with jazz and traditional players have been featured on National Public Radio, at the Peabody Institute Fretfest, and on five recordings. Her projects combining performance, American music history, and educational outreach have been funded through grants from the Center for African American Southern Music and Yale Alumni Ventures.

Kim’s collaborative guitar work with American veterans in the concert project “Ben & I Play for Peace” was honored by the PBS program “From the Top” as part of their Arts Leadership series, and was recognized by the U.S. House of Representatives. Today, the work of “Ben & I” continues in the Veterans Guitar Project, based in Austin, TX. Kim’s past positions include: producer at the Fred Plaut Studios at Yale University, Editor-in-Chief of *Soundboard: The Journal of the Guitar Foundation of America*, and faculty at the National Guitar Workshop and several college, university, and community programs. Kim serves on the boards of the Guitar Foundation of America, the Boston Classical Guitar Society, The D’Addario Education Advisory Board and The Music and Health Institute at Berklee College of Music.

At Berklee College of Music, Kim served as Assistant Chair of Guitar for five years before becoming Chair of Guitar in September 2018. As part of her curriculum development for the department, she authored the book *Classical Technique for the Modern Guitarist*, which was published by Berklee Press/Hal Leonard in 2016. She is

the recipient of the 2016 and 2018 Berklee Chair Recording Grants. Kim is an advisor to the Berklee Career Center, and is the director of Berklee Guitar Sessions.

Kim's current artistic work includes creative work in two duos. For more than 10 years, she has collaborated in improvisation, composition, and course development in a duo with slide guitarist, Berklee guitar professor David Tronzo. Together, they have produced two recordings of original and spontaneously-composed music, a team-taught curriculum for the department, and a series of concerts and clinics for Berklee, Peabody Fretfest, Birmingham Southern College, and the International Association of Music and Medicine. Kim's recent duo with drummer and Berklee percussion professor Francisco Mela has performed at the Berklee Performance Center, and will release their first recording in Spring 2025.

Kim holds degrees from The University of Texas at Austin (DMA '08), Yale University School of Music (MM '01), and Stetson University (BM '98), and a certificate of completion from the Harvard University Management Development Program (2014).

Kim concertizes on guitars by Thomas Humphrey and Kirk Sand, and uses D'Addario Strings

More information on Karla Hamelin:



A vibrant musician and innovative educator, Karla Hamelin is equally dedicated to performing and teaching. An accomplished performer, Karla enjoys an active career as a solo and chamber music performer. Dr. Hamelin is a frequent recitalist that appears regularly as a collaborative artist on many chamber music series and events. Karla has also worked with numerous artists in other disciplines including composers, dancers, choreographers, visual artists, narrators, authors, actors and internationally renowned bands in the SXSW music festival as well as studio musicians. Her ability to play a broad and diverse spectrum of repertoire has made her in demand as a performer of new works, a sought after chamber musician as well as a featured performer in a Baroque cantata series. Recent international performances include Budapest, Vienna

and Prague as well as Monterrey and Saltillo, Mexico. Karla has volunteered extensively with non-profit organizations and collaborated on events benefitting associations as diverse as Please be Kind to Cyclists, Hope Arts, Symphony of the Soul, and Wheelchairs for Iraqi Kids.

An advocate of new music, Dr. Hamelin has performed with contemporary music ensembles as such as the American Repertory Ensemble, Audio Inversions, and several other new music series. Having had the opportunity to have been a part of several new music performances, premieres, and commissions; Dr. Hamelin has been able to work closely with and alongside notable composers such as Jennifer Higdon, Joan Tower, Jake Heggie, Donald Grantham, Joseph Turrin, and Diana McIntosh. Most recently, in collaboration with her Texas State University colleague Dr. Ames Asbell (viola), they commissioned and recorded two works written specifically for them featuring the compositions of Dr. Karen Sunabacka (Canada) and Hilda Paredes (Mexico). The complete album Ripples, exclusively features the music of living women composers. The album will be released in fall of 2020.

On faculty at Texas State University since 2011, Karla is equally dedicated to performing and pedagogy, as she is a popular clinician and guest lecturer. She has quickly established herself as a passionate and effective teacher whose students have been prize winners in state and national competitions and has had many former students accepted and study at notable music programs such as The University of Michigan, Ohio State University, Rice University, The Boston Conservatory, DePaul University, The University of Toronto, The University of Houston, Oberlin Conservatory and The University of Texas at Austin.

Dr. Hamelin received her Doctorate of Musical Arts from the University of Texas at Austin, a Masters in Music from The University of Michigan and Bachelor of Music degree from The University of Manitoba. Karla has spent summers studying at The Banff Center for the Arts, The Aspen Music Festival, Aria Music Festival, The Johannesen School of the Arts, International String Seminar in Graz, Austria and the Texas Music Festival. Her master class participation includes Ron Leonard, Aldo Parisot, Janos Starker, Tsyoshi Tsutsumi, Shauna Rolston, Zara Nelsova, Emilio Colon, Norman Fischer, and the Miro Quartet.

Schedule:

February 4th, 2027 - Concert in Presidio, Texas

February 5th, 2027 - Concert in Marfa, Texas

February 6th, 2027 - Masterclass at SRSU.

February 6th, 2027 - Texas Luthier Display (This time at the Museum of the Big Bend).

February 6th, 2027 - Concert in Alpine, Texas, Museum of the Big Bend.

4. Estimated attendance and economic impact (primarily hotel stays) from prior event

Both Bokyung Byun concerts were full - in Alpine it was standing room only at the Museum of the Big Bend. I and some helpers had to grab chairs from the patio to accommodate the guests as more than expected entered the venue. I collected email addresses and zip codes to document those visiting from out of town. I did this for both the Marfa and Alpine concerts:

zip code	zip code
79843	79843
91105	79830
79843	60651
94618	* 79830
05065	mail 79830
94618	79830
11234	79830
78704	79830
78373	79830
79734	79830
79734	79830
78667	79830
79848	79830
79843	artmail.com
79845	mail.com
94920	79830
6013	79830
95492	79830
79854	79830
92029	79830
79843	79830
65201	79830
78601	79830
	79830

The majority of those who signed the email list provided non-local zip codes, suggesting they were visiting from out of town and staying in our local hotels or short term rentals.

5. Event Report – if grant funds were received for the previous year

Funding Allocation

Arts (Guitar in the Big Bend Feb. 2026 Bokyung Byun)

Total Awarded	\$2000
Artist Fee	\$2,000
Venue Fee	\$200
Presenter / Announcer Fee	NA
Total Spent	\$2,200

Marketing (Guitar in the Big Bend Feb. 2026 Bokyung Byun)

Total Awarded	\$6,000
Texas Monthly	NA
Austin Chronicle	\$1533
Meta Ads	\$500
Design Fee	\$900
Design and Marketing Admin	NA
Marfa Public Radio	\$500
Promoted Instagram Post (Guitar in the Big Bend)	\$240
Total Spent	\$3,673

I had hoped to spend more on advertng in the Soundboard Magazine but the issue we were going to run the ad in did not end up being published - so those funds were not spent.

Funds from Other Sources (Guitar in the Big Bend Feb. 2026 Bokyung Byun)

Hotel Paisano	\$1,761
Marfa National Bank	\$500
Sul Ross State University	\$500
Volunteer Labor	\$1,000
Total	\$3,761

6. Surveys and tabulations from prior event – *if available*

Comment from Bokyoung Byun, 2026 visiting artist:

"Thank you for having me perform for the festival. It was such an experience, not like any other guitar festival. You have such an amazing community of people there. I felt so lucky to have been part of the festival!"

Comment from Ashton Haines, student at SRSU and participate at masterclass / concert:

"It was an eye opening experience to a world that I'm still getting used to. Dr. Bustos and Dr. Montiel gave me advice about the instrument and my approach to it that will change the way I play for the rest of my life! Without their insight or direction it would be hard for me to say that I feel prepared for my career to come, thankfully this program exists here in Alpine, cause without it we would lack the knowledge and experience to use our talents to the fullest."

Comment from Nico Westerlink, student at SRSU and participate at masterclass / concert:

"The opportunities afforded to myself and my peers at SRSU through the Guitar of the Big Bend are tremendously valuable. World-class performers and educators such as Dr. Bustos and Dr. Montiel visiting our campus for the purpose of informing and inspiring guitarists and music lovers is a true gift to receive. I truly hope to see this program not only remain and thrive, but expand and result in a huge surge of guitarists from around the world to our little corner of Texas."

Links - I have been busy with work and have not uploaded the videos from Bokyoung Byun's wonderful performances - but here are the year before's:

▶ Duo Fortis Masterclass at Sul Ross Music Program

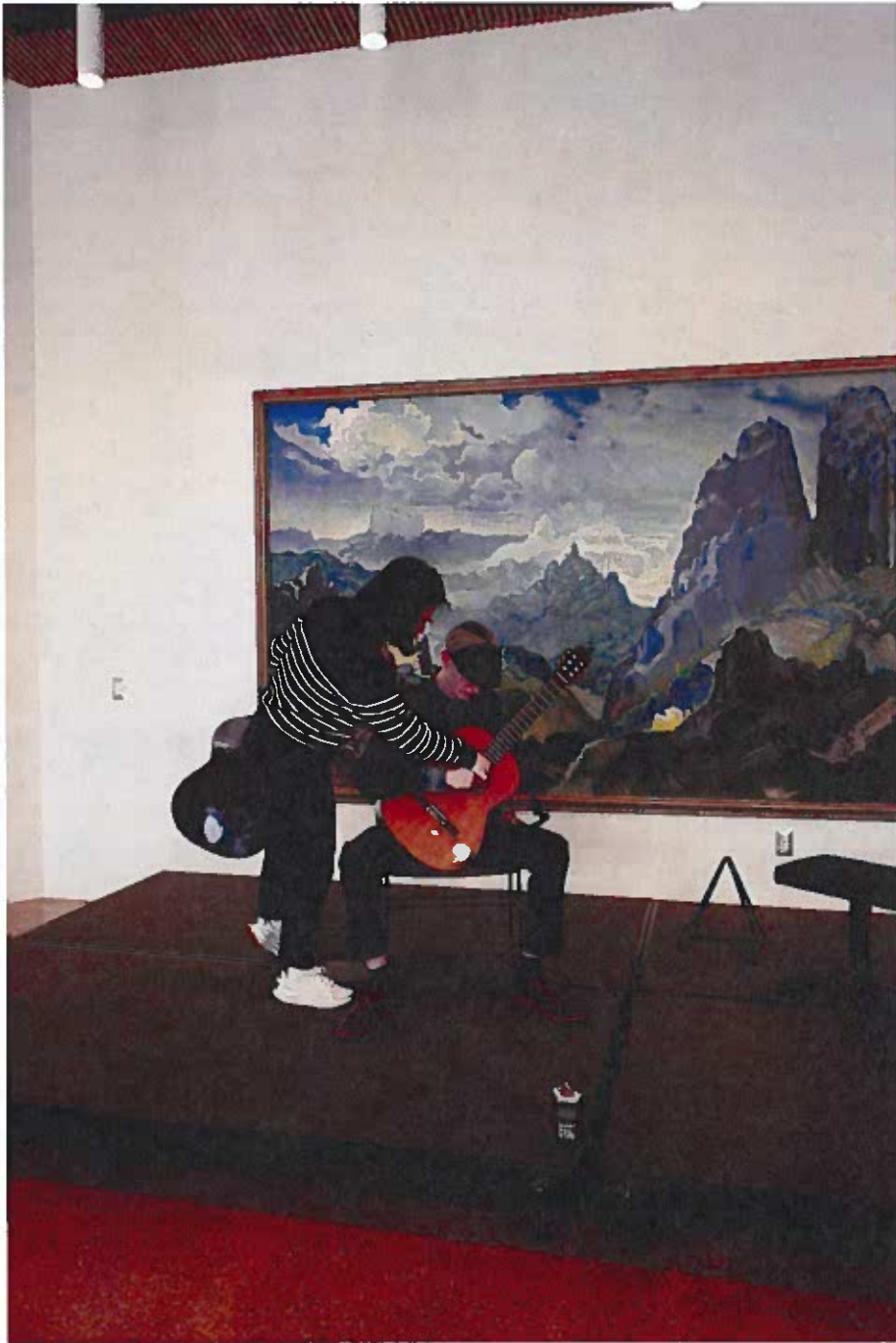
▶ Duo Fortis Live at the Museum of the Big Bend

▶ Duo Fortis Live in Marfa for Guitar in the Big Bend

▶ Wood Ring Presentation at Guitar in the Big Bend

Photos on final pages:







HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 6, 2026

Name of Organization: Chihuahuan Desert Gem & Mineral Club

Address: 907 W Lockhart Ave

RECEIVED
City of Alpine, Texas

City, State, Zip: Alpine, TX 79830

Contact Name: Lisa Nix

APR 09 2026

Contact Email Address: Rocksofalpine@gmail.com

OFFICE OF THE CITY SECRETARY

BY:  8:17 am

Contact Phone Number: 303-818-5500

Web Site Address for Event or Sponsoring Entity: Facebook: Chihuahuan Desert Gem & Mineral Club

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: 33-1689107 Entity's Creation Date: 10/06/2024 (non profit date)

Name of Event or Project: Annual Alpine Gem & Mineral Show

Date of Event or Project: April 16, 17, 18 2027

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$11,900

How will the funds be used: Promoting the event through targeted advertising aimed at attracting out of town visitors. Enhance educational programing for the arts. Promote the local downtown business coridor & facility rental of Alpine Civic Center.

Brief Description of Funded Activity/Facility: 36th Annual Alpine Gem & Mineral Show is a regional gathering that showcases minerals, fossils, gemstones, and lapidary art. The event brings visitor to Alpine to explore educational exhibits, expert presentations, and hands-on learning opportunities while highlighting the unique geology of the big Bend Region. Local galleries restaurants, and businesses will participate to create a vibrant, community wide experience that supports tourism and celebrates Alpine's cultural and natural heritage.

Percentage of Hotel Tax Support of Related Costs:

48 % Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 36

Expected Attendance: 1800

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 580

How many nights will they stay: 702 Room Nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? Track attendees origin through daily door prize submission. Will also request voluntary hotel-stay information.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Currently self funded, with the additional of 2026 HOT Tax Grant from City of Alpine. Intend to request sponsors in 2027.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 5500
- Newspaper \$ 800 Radio \$ 800 TV \$ 600
- Press Releases to Media \$ 150
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 2500 Other \$ 650

What cities/regions/demographics will you reach with your advertising and promotions?
Targeted visitors: Permian Basin, North Texas, South Texas, Central Texas

Direct Interest Groups: New Mexico, Arizona, Texas. Target: Gem & Mineral Clubs

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 1.4 million

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ 900
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 5500
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 5500
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

April 6, 2026

To: The City of Alpine Hotel Occupancy Tax (HOT) Committee

Re: Alpine Gem & Mineral Show – Grant Application

Dear Members of the HOT Tax Committee,

On behalf of the Alpine Gem & Mineral Show, I am pleased to submit this application for the 2026/2027 Hotel Occupancy Tax Grant. As we prepare for our landmark 36th annual event in April of 2027, we are requesting funding to amplify our marketing reach and strengthen Alpine's position as a premier destination for geological tourism in West Texas.

This application includes a comprehensive analysis of last year's visitor data, which shows that an estimated 40% of our attendees traveled from outside the Tri-County area. Notable clusters came from the Dallas–Fort Worth region, Austin, and the Permian Basin, along with visitors from as far away as Nassau, Alaska, and North Carolina. Our conservative projections indicate that this multi-day event will generate more than 702 potential room nights based on previous performance metrics.

We are eager to use these grant funds to target high-yield markets, engage gem and mineral communities, and promote the arts throughout Alpine. Planned activities include hosting a gallery night in downtown Alpine and highlighting our lapidarists and rock enthusiasts in collaboration with local businesses and restaurants. We are asking for \$900 in funds to help pay for the facility rental. This is a direct "pass-back" to the city.

Thank you for your time and for your continued support of events that help Alpine's hospitality industry thrive.

Sincerely,



Lisa Nix

Alpine Gem & Mineral Show
Event Coordination

Event Name: Alpine Gem & Mineral Show

Fiscal Year 2026 - 2027

Revenue	Amount
Retained Revenue	\$ 2,500.00
Sponsorships and Donations	\$ 5,000.00
Booth sales	\$ 9,200.00
Sales	\$ 625.00
Total	\$ 17,325.00

Support Requested: HOT Funds

Category	Cost
Civic Center Rental	\$ 900.00
Advertising	\$ 5,500.00
Arts	\$ 5,500.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Total HOT fund request	\$ 11,900.00

Event Expenses	Cost
Civic Center Rental	\$ 900.00
Advertising	\$ 6,500.00
Arts	\$ 6,200.00
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Accounting	\$ 250.00
Supplies	\$ 500.00
Show Improvements	\$ 2,000.00
Sanitation	\$ 1,200.00
Tables	\$ 250.00
Beverages	\$ 250.00
Food	\$ 1,900.00
Merchandise	\$ 1,200.00
Security	\$ 650.00
Closing of Street/Barricades	\$ -
Lighting	\$ 250.00
Insurance	\$ 1,300.00
Trash Receptacles/Disposal	\$ 150.00
Utilities	\$ -
Labor	\$ 150.00
Other	\$ 650.00
Total	\$ 24,300.00

Summary	
Total Event Expenses	\$ 24,300.00
Event Revenue	\$ 17,325.00
HOT Fund Total	\$ 11,900.00
Total Revenue	\$ 29,225.00

% of HOT Funds to Total Event Expenses (TEE)	0.489711934
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

Marketing Plan

May 2026: Draft promotional posters / show theme / review photography proofs / finalize 2025 event report

June 2026: Order promo cards / begin promoting event at national gem & mineral shows

July 2026: City of Alpine Banner permit / Contact travel magazines and national gem & mineral magazines for stories

August 2026: Begin planning with local business corridor for in-town event / Food Trucks

September 2026: Contact Gem & Mineral Influencers regarding availability of attendance to show/ prepare social media posts / Meet with various magazines and news media for ad or story spots / Send promotional cards to other gem & mineral clubs and shows.

October 2026: Confirm show event schedule / Create social media posts for launch / Begin confirming vendor attendance

January 2027: Promote event in Quartzite & Tucson, AZ

February 2027: Launch social media / Posters distributed

March 2027: Banners Up, Social Media Advertising

April 2027: Run Radio Ads in Midland Odessa, Ft Stockton/ Other radio and print

Multi-Event Synergy: The 2026 show is strategically scheduled alongside the McDonald Observatory Dark Sky Event and Alpine's Earth Day celebrations. This creates a "perfect storm" for tourism, encouraging multi-day stays rather than day trips.

Targeted Growth: Grant funds will be specifically allocated to digital marketing in out-of-state "rockhound" communities and high-yield Texas metro areas to further increase the non-local visitor percentage.

Event Schedule

Wednesday, April 14th –

Meet with radio for live radio event promoting event.
Event layout indoors, outdoors. Install signs

Thursday, April 15th –

Vendor Setup
Vendor Dinner

Friday, April 16th –

Alpine Gem & Mineral Show 9am – 5pm at Civic Center
Live demonstrations, Children’s Activities, & Instructional Sessions
Discussions

Saturday, April 17th -

Alpine Gem & Mineral Show 9am – 5pm at Civic Center
Live demonstrations, Children’s Activities, & Instructional
Discussions

Community Engagement in Alpine Business Corridor - TBD

Sunday, April 18th -

Alpine Gem & Mineral Show 10am – 4pm at Civic Center
Live demonstrations, Children’s Activities, & Instructional
Discussions

New Community Engagement for the 2027 Event:

The 2027 Alpine Gem & Mineral Show is designed as a city-wide economic driver. Beyond the walls of the Civic Center, we have developed a strategic "Geological Tourism" framework to funnel attendees directly into Alpine's business corridors:

- **Gallery Night:** In collaboration with downtown galleries and boutiques, we will host a gallery night in Alpine. Participating businesses will feature displays of local West Texas agates, jaspers, and lapidary art. This event is specifically timed to encourage visitors to remain downtown for dinner and evening shopping.
- **"Gem-Themed" Hospitality Partnerships:** We are engaging with local restaurants and coffee shops to create limited-edition menu items. These businesses will be featured in our official show program and on our social media channels, providing them with direct exposure to our 1,400+ estimated attendees.
- **Downtown "Vendor Spotlight" Program:** To support local retail, we are offering "Local Business Supporter" decals for storefronts. Visitors who present a show ticket or door prize receipt at participating local businesses will be eligible for specific in-store promotions, creating a measurable link between event attendance and local retail transactions.
- **Local Artisan & Education Hub:** We will dedicate a portion of the show floor to "Alpine Originals," highlighting local lapidarists and jewelry makers. By providing a platform for home-grown talent, we keep the economic benefits of the show within the Brewster County community while educating tourists on the unique geological heritage of the Big Bend region.
- **Strategic Signage & Wayfinding:** Using grant funds, we will implement professional wayfinding signage that directs show attendees to the "Alpine Business Corridor," ensuring that out-of-town visitors can easily navigate from the Civic Center to our local dining and lodging partners.

Estimates Attendance and economic impact (primarily hotel stays) from prior event

*** This will be data collected from 2025 Alpine Gem & Mineral Show*

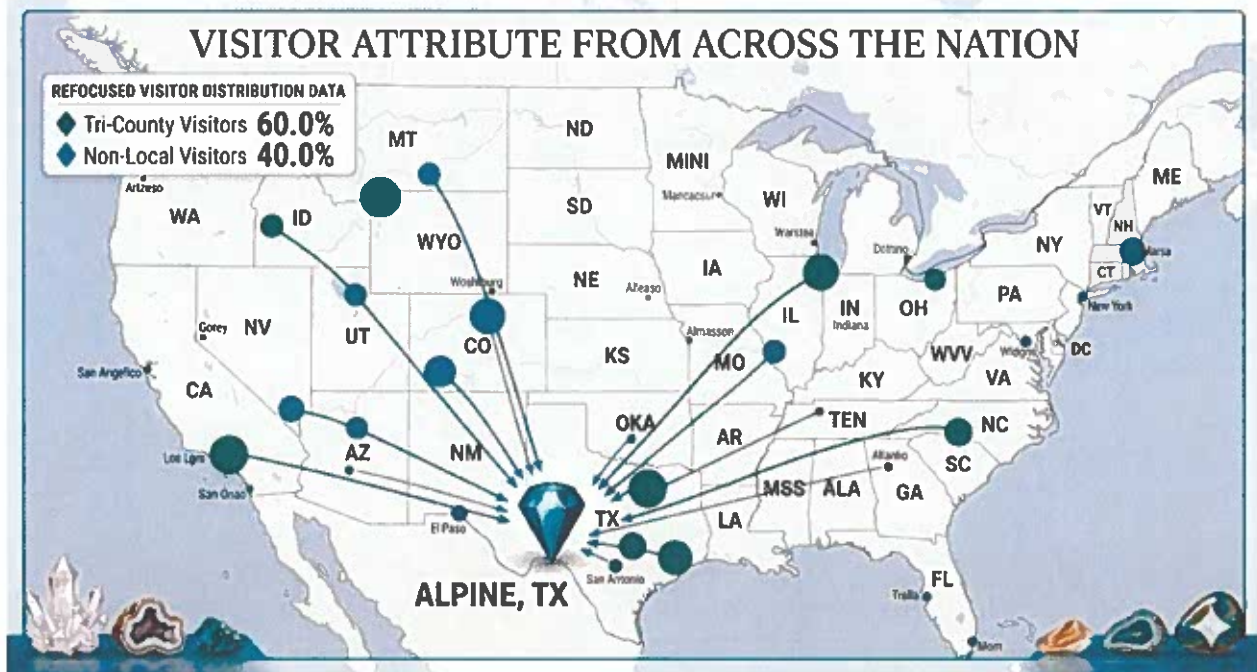
Estimated total attendees to the event in 2025: **1500 people + 100 dealer = 1600**

Event Dealers: 95 people, 10 from Tri-County area.

Data collected from the dealers: 58 dealer hotel rooms x 3-night average = **174 Nights**

Data collected from attendee's door prize entries: **1291 entries, 517 non-local (40%)**

Category	Definition	Count	Percentage
Local	Tri-County	774	60%
Texas	Texas (Outside Tri-County)	425	33%
National	All other U.S. States (AK, WA, NC, CA, etc.)	92	7%



Conservative Economic Impact Projection from the 2025 Event

Assumptions: 2-night average stay for visitors attending, 2 people per room.

Actual information from dealers is provided below.

Category	Calculation Metric	Impact Value
Total Room Nights	(517 Visitors ÷ 2 per party) × 2 Nights	517 Nights
	58 Dealer Rooms × 3 Nights	175 Nights
	Friends of the Club Room Nights	10 Nights
	ESTIMATED HOTEL ROOM NIGHTS FROM 2025 EVENT	702 Nights

Proven Visitor Draw & Geographic Reach

The following data is derived from verified daily door prize registrations from the 2025 event, representing a total of **1291 unique visitor entries**.

- **Significant Non-Local Attendance:** 40% of all attendees (517 individuals) originated from outside the Tri- County area.
- **Regional Clusters:** The show successfully attracts visitors from every major Texas metropolitan hub:
 - **Permian Basin (Midland/Odessa/Monahans):** 75 Entries
 - **North Texas (DFW/Arlington/Denton):** 62 Entries
 - **Central Texas (Austin/Round Rock/San Marcos):** 55 Entries
 - **South Texas (San Antonio/New Braunfels):** 52 Entries
- **National Destination Status:** The event drew visitors from **16 different states** and the District of Columbia, with notable long-distance attendance from **North Carolina (17), Washington (7), Nassau (2), and Alaska (2)**.

Dealers Attend for Four days: Utah (3), New Mexico (5), Michigan (1), Colorado (1), Arizona (3), Mexico (5), Texas outside Tri-County (34), Local (4)

Event Report for 2025 Alpine Gem & Mineral Show

We estimated a total of 1500 attendees came to the 2025 Alpine Gem & Mineral Show Event.

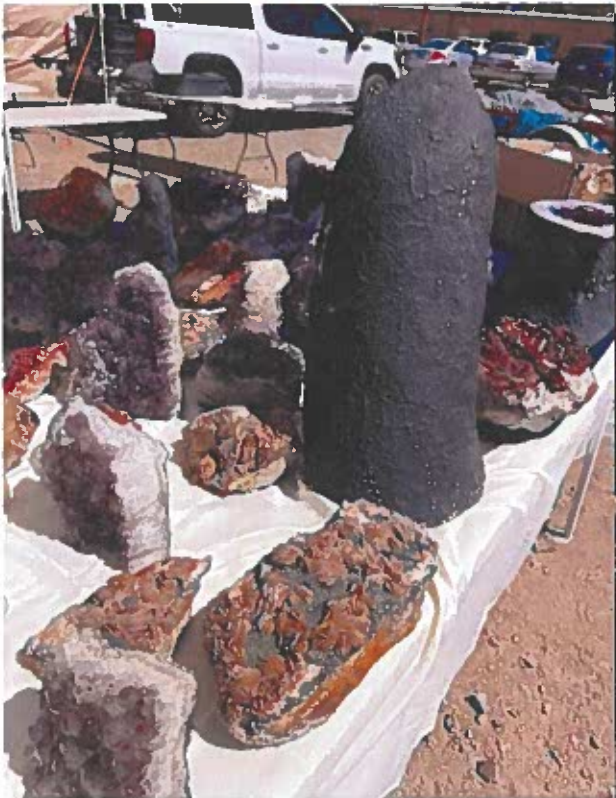
- **Podcast Appearances:** We were featured on "The Heart of The Big Bend" and "Radio Show Cup of Coffee," reaching a broad regional audience.
- **Strategic Partnerships:** We have established partnerships with several gem and mineral shows, expanding our reach within the gem and mineral community.
- **In-House Marketing:** We create high-quality social media and advertising content in-house, ensuring effective and targeted promotion.
- **Professional Event Photography:** We had professional photography to capture event highlights, providing valuable marketing materials for future events.
- **Increased Social Media Engagement:** We have increased our social media presence by over 1,200 new followers while promoting the event.
- **Dealers:** 23 outdoor and 26 indoors, as well as Mrs. Taco Food Truck and Fabulous Lemonade.

We offered family-friendly activities and several interactive demonstrations for all ages, including geode breaking, ring making, and informative sessions on local jasper and agate identification.

The event was great; spirits were high with the recent change on event productions. Very good feedback in general from the public and the dealers.

Pictures on following pages.





Posters for 2026 Event: April 17th – 19th 2026

ALPINE CIVIC CENTER 801 W HOLLAND AVE, ALPINE, TX

35TH ALPINE GEM+ MINERAL SHOW

APRIL 17, 18, 19
FRIDAY ■ SATURDAY ■ SUNDAY

FREE ADMISSION

OVER 40 DEALERS

INDOOR + OUTDOOR

JASPEERS, AGATES, GEODES, CRYSTALS, TURQUOISE,
PRECIOUS GEMS, OPALS, CABOCHONS, FOSSILS, SPECIMENS,
ROUGH MATERIAL, BEADS, NATIVE AMERICAN JEWELRY,
WIRE WRAPPED PENDANTS, SPHERES, SILVER, GOLD,
SPINNING WHEEL, TEXAN ART & MORE

ALPINE TEXAS

FOR MORE INFO
FRIDAY 9AM - 5PM
SATURDAY 9AM - 5PM
SUNDAY 10 AM - 4PM

CHIHUAHUAN DESERT GEM & MINERAL CLUB
CONTACT LISA 303-818-8500 ROCKSOFALPINE@GMAIL.COM

ALPINE GEM & MINERAL SHOW

April 17-19th, 2026 • Friday, Saturday, & Sunday

OUTDOOR VENDORS

- Aaron Thomas
- Atrax Lapidary
- Bill Vanhorn
- Black Hat Trading
- Blazing Pearls
- Chavez Minerals
- Crystal Barista
- Diamond Lady Studio
- DJ Beanstalk Lapidary & Jewelry
- Doc's Rocks
- Humble Beginnings Rock Shop
- N's A Rock Shop
- J&R R&J
- Jeff & Terri Stevens
- Jose Nunez
- Mageno Cabochons
- Nunez Minerals
- Olivas Rock Shop
- Opal Los Romero
- Texas Outback
- Texas Roc Box
- Trini & Jules Minerals
- TOLI Mountain Studios
- Tomás & Sons
- Van Cleave's Minerals & Gems

INDOOR VENDORS

- Armando & Sons Custom Rock Cutters
- Armando Jr
- Aztra Terra Enterprises
- Bill's Fossils & Minerals
- BJM Rocks
- Crystal's From Heaven
- Dwarves Earth Treasures
- Earthfire Minerals & Decor
- Freeland's Designs
- Goddess Rises
- Izoka Gems
- La Azteca Gems
- Life On The Rocks
- Lone Star Agates
- Olive Creative Designs
- Otytata
- Phee-Topia
- Red River Traders
- Rhonda's Rocks & Relics
- Rocky McDonald
- Santa Fe Gem & Bead
- Scott's Rocks
- Shadow Hills Rockshop
- Tangled Wire Jewelry
- The Quilted Rose
- Uniquely Yours
- Xingyi Creation

Food Trucks: Mr. Taco
Genuine Southern Funnel Cake
Far Out Sips & Anvil & Apron

RocksOfAlpine@gmail.com
Alpine Civic Center - 801 W Holland Ave, Alpine, TX

ALPINE CIVIC CENTER • 801 W Holland Ave, Alpine, TX 79830

ALPINE GEM & MINERAL SHOW EVENT SCHEDULE 2026

	Friday April 17	<p>Civic Center Doors Open 9:00 AM Adopt-A-Rock 12:30 PM & 3:30 PM Ring Making 10:30 AM, 12:30 PM & 2:30 PM Geode Cracking Daily Civic Center Doors Close 5:00 PM After Hours Gallery Opening 5:00 PM 5th Street Gallery - Downtown Alpine</p>
	Saturday April 18	<p>Civic Center Doors Open 9:00 AM Adopt-A-Rock 9:30 AM, 11:00 AM & 3:30 PM Ring Making 10:30 AM, 12:30 PM & 2:30 PM Geode Cracking Daily Dark Sky Earth Day Festival 1:00 PM - 4:00 PM Civic Center Doors Close 3:00 PM</p>
	Sunday April 19	<p>Civic Center Doors Open 10:00 AM Adopt-A-Rock 10:30 AM, 12:30 PM & 2:30 PM Ring Making 10:30 AM, 12:30 PM & 2:30 PM Geode Cracking Daily Grand Prize Drawing 2:00 PM Civic Center Doors Close 4:00 PM</p>

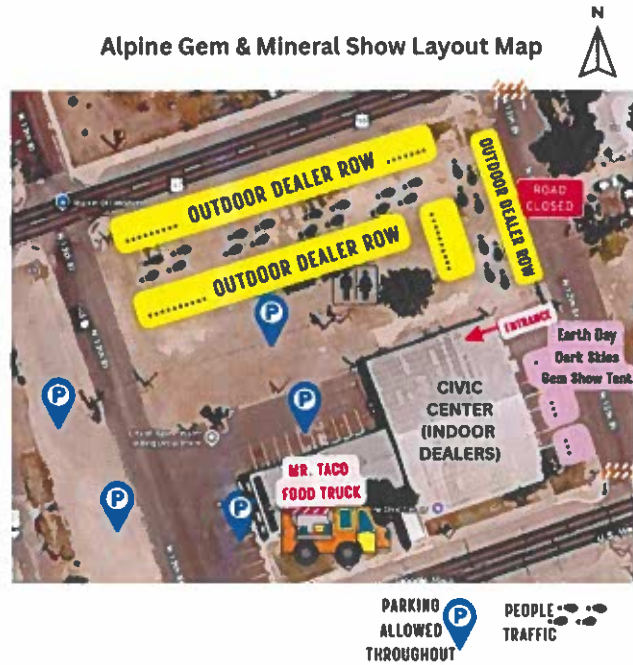
Free Admission
50+ Vendors
Indoors & Outdoors
Food Trucks
Hourly Door Prizes
Adopt-A-Rock *free,
Ring Making *free.

For more details and updates about these events, please visit our Facebook page Chihuahuan Desert Gem & Mineral Club

Questions

? ➔ Call LISA 303-818-8500 or email ROCKSOFALPINE@GMAIL.COM

Alpine Gem & Mineral Show Layout Map



Event Name: Alpine Gem & Mineral Show

Event Year: 2027

Surveys and tabulations from prior event

2025 Alpine Gem & Mineral Show - Door Prize Entries

Total Entries: 1291

City/Location	State	County	Count
Fairbanks	AK	Fairbanks North Star	2
Santa Cruz	CA	Santa Cru	2
Los Angeles	CA	Los Angeles	6
Los Osos	CA	San Luis Obispo	2
Zion	CA	San Bernardino	1
Colorado Springs	CO	El Paso	3
Washington	DC	District of Columbia	5
Lone Tree	CO	Douglas	2
Palm Bay	FL	Brevard	1
Augusta	GA	Richmond	1
Monroe	GA	Walton	3
Sioux City	IA	Woodbury	3
Saint Lucas	IA	Fayette	1
Baytown	KY	Breathitt	1
Orlando	MT	Sheridan	2
Las Vegas	NV	Clark	1
Albuquerque	NM	Bernalillo	1
Carlsbad	NM	Eddy	3
Cedar Crest	NM	Bernalillo	2
Las Cruces	NM	Doña Ana	4
Santa Fe	NM	Santa Fe	2
Halfmoon	NY	Saratoga	3
Fayetteville	NC	Cumberland	4
Raleigh	NC	Wake	5
Wilmington	NC	New Hanover	8
Powell	OH	Delaware	1
Ardmore	OK	Carter	3
Shawnee	OK	Pottawatomie	2
Custer	SD	Custer	2
Oak Ridge	TN	Anderson / Roane	2
Abilene	TX	Taylor	12
Alpine	TX	Brewster	643
Arlington	TX	Tarrant	6
Austin	TX	Travis	41
Balmorhea	TX	Reeves	6
Barbra (Barbara)	TX	Hockley	1
Bedford	TX	Tarrant	11
Big Bend Nat'l Park	TX	Brewster	3
Big Spring	TX	Howard	1
Buda	TX	Hays	1
Cedar Creek	TX	Bastrop	1

Coleman	TX	Coleman	1
Dallas	TX	Dallas	29
Del Rio	TX	Val Verde	5
Denton	TX	Denton	4
Doole	TX	McCulloch	1
El Paso	TX	El Paso	15
Farmers Branch	TX	Dallas	12
Fort Davis	TX	Jeff Davis	29
Fort Hancock	TX	Hudspeth	5
Fort Stockton	TX	Pecos	34
Fort Worth	TX	Tarrant	5
Garland	TX	Dallas	3
Gatesville	TX	Coryell	1
Georgetown	TX	Williamson	7
Grapevine	TX	Tarrant	4
Houston	TX	Harris	9
Hutto	TX	Williamson	1
Kerrville	TX	Kerr	5
Laredo	TX	Webb	1
Leander	TX	Williamson	4
Liberty Hill	TX	Williamson	3
Llano	TX	Llano	3
Lubbock	TX	Lubbock	3
Mansfield	TX	Tarrant	5
Marathon	TX	Brewster	19
Marfa	TX	Presidio	45
McAllen	TX	Hidalgo	2
McCamey	TX	Upton	1
McCarty	TX	Hays	1
McDonald Observatory	TX	Jeff Davis	3
McKinney	TX	Collin	1
Medina	TX	Bandera	1
Midland	TX	Midland	38
Mission	TX	Hidalgo	7
Monahans	TX	Ward	4
Nasauu	N/A	Bahamas	2
New Braunfels	TX	Comal	5
Odessa	TX	Ector	33
Pearland	TX	Brazoria	1
Potter	TX	Potter	3
Richardson	TX	Dallas	3
Richland Springs	TX	San Saba	3
Round Rock	TX	Williamson	7
San Angelo	TX	Tom Green	7
San Antonio	TX	Bexar	47
San Marcos	TX	Hays	6
Sanderson	TX	Terrell	2

Schwartz	TX	Fayette	1
Sierra Blanca	TX	Hudspeth	1
Sonora	TX	Sutton	1
Southlake	TX	Tarrant	2
Stephenville	TX	Erath	4
Temple	TX	Bell	5
Terlingua	TX	Brewster	26
Uvalde	TX	Uvalde	2
Waco	TX	McLennan	4
Wimberley	TX	Hays	4
Bellingham	WA	Whatcom	2
Seattle	WA	King	2
Vancouver	WA	Clark	3

BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

RECEIVED
City of Alpine, Texas

APR 10 2026

Submit Complete Application by: 5pm on Friday, April 17, 2026

OFFICE OF THE CITY SECRETARY

BY: 

9:49AM

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 04/01/2026

Name of Organization: Big Bend Ranch Rodeo

Address: P.O. Box 2140

City, State, Zip: Alpine, TX 79831

Contact Name: Mattie Sargent

Contact Email Address: bigbendsaddlerymattie@gmail.com

Contact Phone Number: (432)294-1640

Web Site Address for Event or Sponsoring Entity: https://www.bigbendbranchrodeo.com/

Is your organization: Non-Profit: XXX Private/For Profit: _____

Tax ID#: 35-2336158 Entity's Creation Date: 2001 (exact Date Unknown)

Name of Event or Project: Big Bend Ranch Rodeo

Date of Event or Project: August 13-14, 2027

Primary Location of Event or Project: Sul Ross S.A.L.E. Arena

Amount Requested: _____
\$20,000.00

How will the funds be used: Funds will be used to pay for the judges, announcers, contractors, insurance, and livestock needed for this event. Funds would also be used to purchase prizes for the event winners.
Finally, a portion of these funds would be used to pay for meals for the approximately 150 competitors attending this event.

Brief Description of Funded Activity/Facility: We bring 12 teams from all over the country to compete for a spot in the WRCA
finals in Amarillo, TX. Each year, approximately 100 adult competitors arrive in Alpine with their families and friends to enjoy a weekend of competition and fun.
2027 will mark the fifth year that we have also hosted a Youth Ranch Rodeo alongside the adult competition. 60 youth competitors and their families
will also arrive in Alpine to compete for a spot in the Youth Finals in Amarillo. Our event raises awareness of the ranching heritage of this area while
providing a fun weekend getaway for visitors. All profits raised by ticket sales, souvenir sales, and private donations are donated to the Sul Ross State University Rodeo Team for scholarships.

Percentage of Hotel Tax Support of Related Costs:

_____ 40 % Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 26 years

Expected Attendance: 1,000 per performance/3,000 across three performances

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Our experience has been that half of attendees are from out of the area and stay in local hotels/motels/bed and breakfasts (this does not include the competitors and their families)

How many nights will they stay: 2 to 3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Highland Inn: 17 Rooms
 The Holiday Inn Express: 30 Rooms
 Hampton Inn: 20 Rooms

How will you measure the impact of your event on area hotel activity? _____

We keep track of the number of competitors each year, all of whom stay in hotels. We also survey attendees as they

_____ enter the event and mark how many have come from outside the Tri-County area.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project:

Zesch & Pickett
Capital Farm Credit
McCoy's Building Supply
HorsLic
Big Bend Regional Medical Center
GameGuard*

Marfa National Bank
Arrowhead Drilling and Well Service
Big Bend Saddlery*
Trans Pecos Banks
Smarty Roping*

The Texas Farm Store*
Wayne Baize*
West Texas National Bank
Big Bend Title

Top Hand Ropes*

Big Bend Trailers
McCoy Remme Ranches
9. Mesa Ranch
Dixon Water Foundation
Morrison True Value
Big Bend Telephone/BBT

Alpine Veterinary Clinic
Hawkins Construction
Bill Williams Tire
Killingsworth Arena

PrintCo*
Power Pipe and Tank
Yarborough Ranches L.P.
Legacy Brokers
Red & LaNell Brown

GSM Insurors
Buddy Knight*
Anza*
Krist King*
Jenco*

Atwood Hats*
Moore Maker*
Vogt Silversmiths*
Acme Tent*
Wyoming Traders*
Professionals Choice*

El Paso Saddleblanket*
Livestock Weekly*
Diamond Wool*
Weber Stirrups*
Dodson Guns

Reata Restaurant*
Ethan Richardson Leather*

Outback Trading Company*
Geier Glove*

California Equine*

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 1500
- Newspaper \$ _____ Radio \$ 360 _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ Approximately \$200 (our office supplies and postage are donated by local sponsors) _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?

Much of the advertising and promotion of this event is provided by our parent organization the WRCA. They have a following of over 100,000 individuals around the world on their social media accounts and an unknown reach with their website. We do not spend much on promotion or advertising because with the free marketing at our disposal we fill our venue to capacity. Press releases are sent to the local papers of the competing team each year. We typically have teams from Texas, Arizona, Kansas, New Mexico, and Oklahoma.

Each year we have attendees from all around the nation. In the past 10 years we have also had attendees from as far away as France, Germany, Italy, Denmark, and Poland. We reach the ranching community as well as many from an urban background who want to experience the cowboy way of life.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Our best estimate is that our efforts will reach more than 60,000 individuals. We do not have records or numbers to access because most of this is handled by the WRCA.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

1. **Civic Center Rental:** use of civic center facility
\$

2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$

3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$

4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$_____

XXX 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$

How many individuals are expected to participate? 150_____

How many of the participants are expected to be from another city or county? 150

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts?
150_____

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$_____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:**

expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;

- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine's hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

Big Bend Ranch Rodeo 2027 Budget

Item	Debits (+)	Credits (-)
Security for event		\$800
Radio Advertising		\$400
Injured Animal Funds		\$3,000
Livestock for event		\$12,000
Judges for event		\$3,000
Announcer for event		\$2,000
Arena Director for event		\$2,000
Hotel rooms for officials		\$650
Souvenirs to sell		\$6,000
Event Materials (programs, day sheets, arena banners, etc.)		\$4,000
Raffle		\$800
Meals for contestants		\$3,800
Prizes		\$10,000
Website maintenance		\$400
Insurance		\$2,887
Port-a-Potties		\$700
Sanctioning Fees		\$1,000
Private donations	\$33,437	
HOT Funds	\$20,000	
Totals	\$53,437	\$53,437

Proposed Marketing Plan

- Contracts will be signed with the WRCA for a 2027 sanctioned event in December of 2026. As soon as these are signed, the WRCA will post the complete list of events on their website and social media pages.
- The BBRR website and social media pages will update all dates and information to include information for the 2027 event.
- In February of 2027 Sponsor packets will be mailed out.

- In March of 2027 we will start taking entries for our event. As entries are received, press releases will be sent to the hometown newspapers of each team.
- The WRCA and BBRR will continue to post information and promote the event up to and during the event in August. The WRCA handles advertising outside of the local area at no cost to the BBRR.
- Interviews will be conducted at the Alpine radio station for both the radio and local podcasts.
- Highway Banners will be hung in Alpine and Fort Davis the middle of July.
- Radio ads will run in Alpine starting in July.
- After the event, press releases are sent to the competitors hometown newspapers, local papers, the WRCA, and Livestock Weekly in San Angelo TX.
- The BBRR website will be updated with results and the next year's dates.

**Note: Marketing for this event is primarily handled by our parent organization (the WRCA). The BBRR does not expand on the efforts of the WRCA outside of Alpine because we fill our venue (the SRSU SALE Arena) to capacity without further efforts. Our committee feels that more marketing will cause problems by bringing in more spectators than we can seat.*

BBRR SCHEDULE 2027

- Friday August 13th, 2027
 - 5:00 p.m. – Tradeshow starts and gates open
 - 7:00 p.m. – Friday night performance begins
- Saturday August 14th, 2027
 - 9:00 a.m. – Gates open for the tradeshow
 - 11:00 a.m. – Big Bend Youth Rodeo begins
 - 5:00 p.m. – Gates open for the tradeshow
 - 7:00 p.m. – Saturday night performance begins
 - 9:30 p.m. – BBRR Dance at Amigo's begins
- Sunday August 15th, 2027

- 10:00 a.m. – Cowboy Church Service at the Big Bend Cowboy Church

Surveys and Tabulations from Prior Event

The BBRR does not have any surveys or official tabulations from the past few years. Volunteers ask attendees at the gate where they are from and place the ticket stubs of those who come from outside the tri-county area in a separate jar. A report is given to the committee after the event by the head volunteer that covers general information about the attendees. The report has been consistent for several years in showing that approximately half of attendees are not from the local area. Many individuals return every year for this event and bring new friends with them when they return.

Our best estimate is that around 1,500 spectators will arrive in Alpine from outside the tri-county area for this event. We typically see around 150 competitors plus their families as well. To the best of our knowledge, most all these individuals stay in hotels/motels/bed and breakfasts. This is supported by the willingness of local hotels to create room blocks with special rates for our competitors year after year. Our event has had a great relationship with several of the local hotels and would not be able to pull off this event with the same level of success without their help.

2025 Event Report

The 2025 Big Bend Ranch Rodeo brought in approximately 130 competitors and their families. Our stands were full for both evening performances and we had approximately 400 spectators at the morning performance based on ticket sales.

HOT Grant funds were used as follows:

Item	Debits (+)	Credits (-)
HOT Grant Funds Awarded	\$15,000	
Bucking Horses for BBRR		\$5,000
Judge #1		\$2,000
Judge #2		\$2,000
Announcer		\$2,000
Insurance for the Event		\$2,622
Banners and Materials for the event (Programs and Marketing Banners)		\$3,933.50
Totals	\$15,000	\$17,555.50

Total Budget for the 2025 BBRR (Not Including Items Covered by the HOT Grant)

Item	Debits (+)	Credits (-)
In-kind Donations from Sponsors (Feed, Livestock, Transportation, Prizes, Hotel Rooms)	\$25,125.67	
Monetary Donations from Sponsors	\$44,550	
Entry fees for teams	\$31,100	
Income from ticket and memorabilia sales	\$23,878.49	
Sanctioning Fee		\$1,000
Prizes for Winning Teams/Competitors		\$19,497.39
Prize Money for Winning Teams		\$31,100
Hotel Room for Announcer		\$406.64
Hotel Rooms for Judges		\$628.28
Hospitality Tent for Contestants		\$1,000

BBRR Commemorative Merchandise		\$5,541.50
Legal Expenses to Change from a 501c5 to a 501c3 nonprofit		\$5,000
Programs, Tickets, and Banners for BBRR (Amount Not Covered by HOT Grant)		\$2,555.50
Radio Advertising		\$300
Highway Banner Repair and Updating		\$415
Mailbox Fee		\$120
Website Expenses		\$346.72
Office Supplies for the Rodeo		\$243.13
Amount Presented to the SRSU Rodeo Program for Scholarships		\$56,500
Totals	\$124,654.16	\$124,654.16

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 10, 2026

RECEIVED
City of Alpine, Texas

Name of Organization: Skelton's Runway

APR 10 2026

Address: 300 S Cockrell

OFFICE OF THE CITY SECRETARY

BY: [Signature] 11:19am

City, State, Zip: Alpine, Texas, 79830

Contact Name: Melissa O'Bryant or Ryan Skelton

Contact Email Address: mel21_03@yahoo.com or owners@skeltonrunway.com

Contact Phone Number: 432-386-6224

Web Site Address for Event or Sponsoring: www.skeltonrunway.com

Entity: Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 33-2912939 Entity's Creation Date: 2024

Name of Event or Project: Skelton's SRSU 2026 Homecoming Celebration

Date of Event or Project: October 16 - 17, 2026

Primary Location of Event or Project: Skelton's Runway

Amount Requested: \$ 5,500

How will the funds be used:

Requested Hotel Occupancy Tax funds will be used to directly support two primary components of the event: advertising and promotion and live music entertainment, both of which are intended to attract out-of-area visitors and encourage overnight stays in Alpine.

A portion of the funds will be allocated to targeted advertising, including social media and regional radio campaigns. Social media advertising will consist of paid campaigns on Facebook and Instagram, strategically timed in the weeks leading up to Homecoming Weekend. These campaigns will target audiences outside of the immediate Alpine area—specifically in key visitor markets such as Midland/Odessa, El Paso, San Angelo, Lubbock, and the visiting team's location—to maximize reach and drive travel to Alpine. Funding will support boosted posts, audience targeting, and extended campaign duration to ensure effective delivery.

In addition, funds will be used for radio advertising on regional stations that reach West Texas markets.

These advertisements will promote the full weekend experience, including event activities, location, and proximity to Sul Ross State University, reinforcing Alpine as a destination for Homecoming visitors.

The remaining funds will be used to offset live music entertainment expenses, including securing a regional musician or band. Providing quality live entertainment enhances the overall visitor experience, encourages attendees to remain in Alpine after the game, and supports extended stays throughout the weekend. Live music also aligns with the promotion of the arts, an eligible category under HOT funding.

All requested funds are directly tied to activities that promote tourism, increase visitor engagement, and contribute to overnight hotel stays in Alpine.

Brief Description of Funded Activity/Facility:

Skelton's Runway will host a multi-day entertainment experience during Sul Ross State University's Homecoming Weekend. Activities will include: Live performance featuring Chris DeAnda (tentative), Tailgate-style pre-game and post- game gathering space, and Alumni engagement activities. The venue's proximity to the stadium creates a natural extension of Homecoming activities, encouraging visitors to remain in Alpine for the full weekend rather than departing immediately after the game. Over the past two years, Skelton's Runway has successfully hosted Homecoming events with strong attendance and participation from both out-of-town visitors and local residents.

Percentage of Hotel Tax Support of Related Costs:

41 % Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: Two

Expected Attendance: 300-500

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Estimated 50 - 100

How many nights will they stay: 1-2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity?

Skelton's Runway will measure the event's impact on local hotel activity through simple and effective data collection methods. Attendees will be invited to provide their location and indication if they are staying the night via a sign-in sheet located within the venue, allowing identification of out-of-area visitors. Attendance counts will also be maintained to estimate total participation. This information will be used to evaluate visitor origin and support estimates of overnight stays associated with the event.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project:

In prior years, Skelton's Runway has received support from several local businesses and sponsors, including BBT, Ram Country, Hotel Parker, BB Materials, La Casita, Trans-Pecos Bank, Lajitas Resort, and Tallent Roofing, as reflected in previous event marketing materials. Additional support has been provided through partnerships with local vendors and community participants. At the time of this application, sponsorships and/or donations are still being considered and pursued. These collaborations demonstrate a continued commitment from the local business community to support events that enhance tourism and contribute to Alpine's economy.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 500
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 500 Other \$ 4,000

What cities/regions/demographics will you reach with your advertising and promotions?

Advertising efforts will target key regional markets identified through tourism reports, including Midland/Odessa, El Paso, San Angelo, Lubbock, and the Dallas/Fort Worth area, as well as the visiting team's home location. Demographics will focus on Sul Ross State University alumni, college football attendees, regional travelers, and individuals interested in live music and weekend destination events.

What estimated number of individuals will your proposed marketing reach who are located in another city or county?

Based on prior social media performance and planned advertising efforts, it is estimated that marketing campaigns will reach approximately 20,000 to 50,000 individuals located outside of Alpine and Brewster County.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ **2,000** _____
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ **3,500** _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

**SKELTON'S RUNWAY – SRSU GRANDUATION WEEKEND
2026 REQUIRED ATTACHMENTS**

PRELIMINARY BUDGET

Revenue

\$ 5,800 Skelton's Runway
\$ 2,000 Donations
\$ 5,500 City of Alpine HOT Grant

Expenses

\$ 3,500 Live Music
\$ 800 DJ
\$1,500 Social Media Ads
\$ 500 Contest Prize (Cornhole)
\$ 2,500 Labor Costs
\$ 4,500 Advertising (Radio Ads/Flyers)

\$13,300 TOTAL

\$13,300 TOTAL

Event Name: Skelton's SRSU 2026 Homecoming Celebration
 Fiscal Year: 2026-2027

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 2,000
Ticket sales	\$ -
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
Total	\$ 2,000

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	Provide detail info.
Advertising (Social Media & Radio)	\$ 2,000	for the specific use of
Arts (Live Band)	\$ 3,500	the funds being requested.
Restoration or Preservation	\$ -	
Sporting Event	\$ -	
Transportation	\$ -	
Total HOT fund request	\$ 5,500	

Support Requested: In-Kind by CoA Employees/Equipment

Category	Cost	Description
Closing of Street/Barricades	\$ -	Provide detail info.
Police Escort	\$ -	for the specific services
Trash receptacles	\$ -	or equipment
Utilities	\$ -	being requested.
Labor	\$ -	
Other	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
Total In-Kind request	\$ -	

Summary	
Total Event Expenses	\$ 13,300
Event Host Contributions	\$ 5,800
HOT Fund Total	\$ 5,500
In-Kind Total	\$ 2,000
Total Revenue	\$ 13,300

% of HOT Funds to Total Event Expenses (TEE)	41 %
% of In-Kind to TEE	15 %
Total % of HOT & In-Kind to TEE	56%

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 6,000
Arts	\$ 4,300
Restoration or Preservation	\$ -
Sporting Event	\$ -
Transportation	\$ -
Labor	\$ 2,500
Supplies	\$ -
Equipment	\$ -
Sanitation	\$ -
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (prizes)	\$ 500
Total	\$ 13,300

PROPOSED MARKETING PLAN

Web Page

The event will be added to Skelton's Runway web page. Basic event dates and overview will be posted by July 2026, with details added as plans finalize leading up to the event.

Social Media Advertising

Two targeted social media advertising campaigns will be conducted on Facebook and Instagram, with a total investment of \$1,500. These campaigns will be structured to run over a two- to three-week period, allowing platform algorithms to effectively identify and reach audiences most likely to travel to Alpine for the event. Advertising will begin in late July/ early August and continue through the Homecoming weekend, promoting the full schedule of activities and highlighting Skelton's Runway as a key destination. Campaigns will be specifically designed to reach out-of-area audiences and encourage overnight stays, aligning with Hotel Occupancy Tax funding priorities.

Social Media Organic Posts

Skelton's Runway will work with SRSU Alumni Committee and Visit Alpine to ensure information is readily available to post on their website, email threads, and social media outlets.

Press Releases

Skelton's Runway will utilize regional television, newspaper, and radio outlets in key markets including Midland/Odessa, El Paso, San Angelo, and Lubbock, in addition to local media channels. Based on tourism reports, these areas consistently represent the primary origin markets for visitors traveling to Alpine. Marketing efforts will strategically focus on these high-performing regions, as well as the visiting team's home location, to maximize out-of-area attendance. Local media outlets will also be engaged to reinforce awareness and support overall event visibility.

Local Radio

KVLF/KALP Public Service Announcements

Marfa Public Radio Public Service Announcements

Posters

Distributed throughout Alpine – 1 month prior to event

GUNNAR LATHAM



SR HOMECOMING

SKELTONS RUNWAY
ALPINE, TX
OCT. 19, 2024
AT THE HANGER



2024 SOCIAL MEDIA POSTS (FACEBOOK & INSTAGRAM)

The HANGER

EXES ALUMNI FRIENDS WEEKEND

HOMECOMING 2024

Friday October 18 10pm - 12am FAR WEST TEXAS JAMMERS

Saturday October 19 4pm TAILGATE PARTY! **Pure Party ALL STARZ**

7pm SR V Western New Mexico **After the Game**



Bring a light jacket & your lawn chair!

SR HOMECOMING

ALPINE, TEXAS

TAILGATE 4 PM

CONCERT 10 PM

GUNNAR LATHAM

OCTOBER 19, 2024

TODAY:

Check out the food!

TEXAS TWISTED TREATS & MORE

CHANGARITO MEXICAN FOOD

MEX. TACO

spontaneous

The **HANGER**



Ram Country
Jeep



HOMECOMING 2025 WEEKEND

**FRI & SAT
OCTOBER 10 & 11**

**Friday
October 10**

**CHRIS DEANDA
8pm - 12am**



**Saturday
October 11**

2PM

**Alumni Corn Hole
Tournament**

**4pm TAILGATE DJ Armando
PARTY!** ALL-TIME FAVORITE PARTY JAMS

7pm LOBOS & MUSTANGS

**2025 SOCIAL
MEDIA
POSTS
(FACEBOOK
&
INSTAGRAM)**

**10 OCT
2025
8PM**



**10 OCT
2025
8PM**



CHRIS DEANDA



W/ SPECIAL GUEST

**@CHRISDEANDAMUSIC
CHRISDEANDAOFFICIAL.COM**



SCHEDULE OF ACTIVITIES

The schedule below is preliminary for the 2026 Homecoming Weekend event and is subject to refinement as planning progresses. Skelton's Runway is actively coordinating with the Sul Ross State University Alumni Committee to ensure that all activities complement official Homecoming programming and enhance the overall visitor experience.

Friday, October 16, 2026

8:00 PM – 12:00 AM

Live Music Performance featuring a regional artist

Saturday, October 17, 2026

The detailed schedule will be finalized once Sul Ross State University confirms the official Homecoming game time and visiting team. Upon confirmation, Skelton's Runway will coordinate closely with alumni organizers to align event timing with game-day activities. Planned programming includes a cornhole tournament, tailgate-style gathering, and music entertainment, with additional opportunities to support and complement alumni-hosted events throughout the day.

ESTIMATED ATTENDANCE AND ECONOMIC IMPACT

ATTENDANCE

Skelton's Runway understands that this is our first year applying for Hotel Occupancy Tax funding and recognizes the importance of collecting accurate and meaningful data to demonstrate tourism impact. Based on prior Homecoming events, **we estimate attendance for the 2026 event to range between 300 and 500 attendees, with approximately 40–60% traveling from outside the Alpine area.** Moving forward, we are committed to implementing data collection methods such as attendance tracking, optional ZIP code collection, and event analysis to better quantify overnight stays and visitor impact. These efforts will ensure we can provide detailed reporting and continue to strengthen future funding requests while supporting Alpine's tourism and hotel industry.

ECONOMIC IMPACT

Hotels/Local Businesses

We estimate that the 2026 Homecoming Weekend will generate 50-100 room nights, from alumni, parents, visiting team supporters, and other travelers.

Utilizing historical tourism and hotel activity data presented by the City of Alpine's Director of Tourism to the City Council, Skelton's Runway has developed an understanding of the significant economic impact generated during the month of October and the importance of Sul Ross State University's Homecoming Weekend. These reports consistently reflect October as a peak tourism period, with elevated hotel occupancy rates, increased visitor traffic, and extended stays driven by university events and seasonal travel. Based on this data, Skelton's Runway recognizes that events aligned with Homecoming Weekend contribute directly to increased overnight stays and local spending. Our proposed event is designed to build upon these established tourism patterns by enhancing visitor experience, encouraging longer stays, and further supporting Alpine's hotel and hospitality industry.

Promotional Reach

Skelton's Runway's 2025 social media advertising and promotional efforts reached a combined total of approximately 61,314 individuals, including 35,286 on Instagram and 26,028 on Facebook. These platforms serve as the primary channels for promoting Homecoming Weekend events and engaging both local and out-of-area audiences.

Our promotional goal for 2026 is to expand this reach by utilizing additional marketing strategies, including regional radio advertising alongside enhanced social media campaigns. These efforts will target key visitor markets and increase visibility early enough for travelers to plan a trip to Alpine for Homecoming Weekend. Based on expanded advertising efforts, Skelton's Runway projects a 25%–40% increase in overall reach, resulting in an estimated 76,000 to 86,000 individuals reached outside of the immediate Alpine area.

While not all individuals reached will attend, broad exposure plays an important role in building awareness and encouraging future visitation.

- Awareness generated through social media and radio advertising increases the likelihood of repeat engagement and attendance in future years
- Promoting Skelton's Runway events also highlights Alpine as a destination, supporting tourism beyond the event weekend
- Expanded outreach efforts will continue to strengthen alignment with Alpine's broader tourism and marketing initiatives.



April 10, 2026

City of Alpine HOT Committee,

Skelton's Runway respectfully submits this application for Hotel Occupancy Tax funding in support of the 2026 Sul Ross State University Homecoming Weekend. Over the past two years, Skelton's Runway has successfully hosted entertainment that enhances the visitor experience and encourages extended stays in Alpine.

As a local business, Skelton's Runway recognizes the importance of tourism to the City of Alpine and its direct impact on the hotel and hospitality industry. This is our first year applying for HOT funding, and we are committed to aligning our efforts with the City's goals of increasing overnight visitation and supporting sustainable tourism growth.

Skelton's Runway has worked collaboratively with the City to ensure compliance with local ordinances, including serving as a testing location for the noise ordinance. In addition, the venue has hosted a variety of events benefiting the community, City staff, and local non-profit organizations. These experiences reflect our ongoing commitment to being a responsible community partner and contributing positively to Alpine's growth.

Our venue's proximity to the stadium provides a natural gathering place for visitors, increasing overnight stays and local spending. With additional funding, we will expand our advertising reach and enhance live entertainment offerings, further supporting tourism during one of Alpine's most active weekends.

We appreciate your consideration of this request and sincerely thank the members of the Hotel Occupancy Tax Committee for your time and service as volunteers supporting tourism initiatives in Alpine.

Sincerely,
Skelton's Runway

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: March 12, 2026

Name of Organization: Skelton's Runway LLC

Address: 300 South Cockrell Street

City, State, Zip: Alpine, TX 79830

Contact Name: Ryan Skelton and/or Melissa O'Bryant

Contact Email Address: owners@skeltonrunway.com

Contact Phone Number: 432-386-6862 or 432-386-6224

Web Site Address for Event or Sponsoring Entity: skeltonrunway.com

Is your organization: Non-Profit: _____ Private/For Profit: X

Tax ID#: 33-2912939 Entity's Creation Date: September, 2022

Name of Event or Project: West Texas Desert Music Series at the Hanger

Date of Event or Project: March, 2027 - October 2027

Primary Location of Event or Project: Skelton's Runway - The Hanger Event Hub

Amount Requested: \$15,000.00

How will the funds be used: The requested HOT funds will be used to support live music performances and targeted tourism marketing associated with the West Texas Desert Music Series at the Hanger. Funds will primarily be used to offset costs associated with hiring regional musical artists and promoting the event series to audiences outside Alpine and Brewster County. The music series is designed to attract visitors traveling to and through Alpine. Marketing efforts will target travelers from Midland-Odessa, El Paso, San Antonio, Austin and other Texas markets. Funding will support artist fees, event promotion and tourism advertising designed to increase visitation to Alpine and encourage overnight stays at local hotels, motels and short-term rentals.

Brief Description of Funded Activity/Facility: The West Texas Desert Music Series is a seasonal outdoor live music series hosted at Skelton's Runway in Alpine, TX. The series will feature six live performances by regional and Texas touring artists across multiple genres including, Tejano, country, Americana and Rock & Roll. The Hanger is an outdoor music and event venue designed to host visitors traveling through and to Alpine and the Big Bend Region. Located along a major travel route to Big Bend National Park, the venue provides a unique stop for tourists traveling through Far West Texas. Each event is expected to draw an average of 200 attendees, including travelers from outside Alpine and Brewster County. The series will be marketed to regional audiences and tourism markets to encourage visitors to plan trips to Alpine around these events. The music series contributes to Alpine's tourism offerings by creating recurring entertainment events that encourage visitors to extend their stay in Alpine and utilize local lodging, dining and retail businesses.

Percentage of Hotel Tax Support of Related Costs:

50% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: First year of the music series as a structured event

Expected Attendance: 200 attendees per event, 1,200 total estimated.

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Estimated 10-20 initially and expected to increase to 30-40 as the series gains popularity.

How many nights will they stay: 1-2 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No formal room block has been reserved; however, visitors attending are encouraged through marketing materials and social media promotion to stay at Alpine hotels, motels and short-term rentals

How will you measure the impact of your event on area hotel activity? Organizers will collect zip code information from attendees during events through ticket engagement to estimate the number of visitors traveling from outside Alpine. Social media analytics and event attendance estimates will also be used to measure visitor reach.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Skelton's Runway LLC will contribute financial support toward production, staffing and operational costs associated with the series. Additional local sponsorship opportunities may be pursued with local businesses.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 4,000.00
- Newspaper \$ _____ Radio \$ 1,500.00 TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 2,000.00 Other \$ 500.00

What cities/regions/demographics will you reach with your advertising and promotions?

Marketing efforts will target regional tourism markets including Midland-Odessa, El Paso, San Antonio, Austin and other Texas cities with established travel patterns to the Big Bend area and Far West Texas. Promotion will also target RV travelers, motorcycle touring groups, outdoor recreation visitors and tourists planning trips to Big Bend National Park and the surrounding region.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 50,000 - 100,000 individuals outside the Alpine and Brewster County area through digital advertising, tourism promotion, and social media engagement.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 5,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 10,000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? 1,200

How many of the participants are expected to be from another city or county? 600

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 300

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

West Texas Desert Music Series at The Hanger – HOT Grant Attachments

Tourism Justification Statement

The West Texas Desert Music Series at The Hanger is designed to attract visitors traveling to Alpine and the Big Bend region by providing a recurring live music destination for tourists and travelers. Alpine is a destination and serves as a major gateway community for visitors traveling to Big Bend National Park, Big Bend Ranch State Park, and other West Texas destinations. The event series is positioned to encourage travelers to stop in Alpine, extend their stay, and utilize local lodging, restaurants, and retail businesses.

By offering scheduled outdoor live music events throughout the season, the series provides an additional tourism attraction that encourages weekend visitation and overnight stays in Alpine. Marketing efforts will focus on regional Texas markets including Midland Odessa, El Paso, San Antonio, Austin, and other communities with established travel patterns to the Big Bend region. The events will also be promoted to RV travelers, motorcycle touring groups, and outdoor recreation visitors who frequently travel through Alpine on their way to Big Bend National Park.

The music series is expected to draw both regional visitors and tourists already traveling in the area, increasing visitor activity in Alpine and supporting local hotels, motels, and short term rental properties.

Tourism Marketing Plan

The West Texas Desert Music Series at The Hangar will be promoted as a tourism-oriented event series designed to attract visitors traveling to Alpine and the Big Bend region. Marketing efforts will focus on audiences outside Brewster County and will target travelers already planning trips to Big Bend National Park, Big Bend Ranch State Park, and the surrounding region.

Primary marketing strategies include:

- Digital advertising targeting audiences in Midland Odessa, El Paso, San Antonio, Austin, and other Texas markets.
- Social media promotion through Facebook, Instagram, and tourism focused travel groups.
- Promotion through motorcycle touring groups, RV traveler communities, and outdoor recreation groups.
- Event listings on regional tourism calendars and Big Bend travel websites.
- Press releases distributed to regional media outlets and tourism publications.

The campaign is expected to reach between 50,000 and 100,000 potential visitors located outside Brewster County. Messaging will encourage visitors to plan weekend trips to Alpine around event dates and will highlight local lodging opportunities including Alpine hotels, motels, and short term rentals.

Event Budget

Expense Category	Estimated Cost
Band Fees (6 events)	\$18,000
Event Production / Sound	\$4,000
Marketing & Advertising	\$4,000
Event Staffing / Security	\$2,000
Miscellaneous Event Costs	\$2,000
Total Event Budget	\$30,000
HOT Funding Requested	\$15,000

Event Schedule

Event	Estimated Date
Spring Concert 1	March 2027
Spring Concert 2	April 2027
Summer Concert 1	May 2027
Summer Concert 2	June 2027
Fall Concert 1	September 2027
Fall Concert 2	October 2027

CITY OF ALPINE

APR 14 2026 1:30pm

HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION TO THE CITY SECRETARY

BY: 

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4/14/26

Name of Organization: Sul Ross State University Rodeo Team

Address: Box-C110

City, State, Zip: Alpine, Texas 79832

Contact Name: C.J. Aragon

Contact Email Address: clint.aragon@sulross.edu

Contact Phone Number: 432-208-2333

Web Site Address for Event or Sponsoring Entity: www.sulross.edu/rodeo

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: See Attached Entity's Creation Date: 1945

Name of Event or Project: 81st Annual Sul Ross College Rodeo

Date of Event or Project: September 24-26, 2026

Primary Location of Event or Project: S.A.L.E. Arena Alpine, Texas

Amount Requested: \$20,000

How will the funds be used: To help pay for the event and cover the expenses of the TV production of the event.

Brief Description of Funded Activity/Facility: The funds help cover the expenses of the TV broadcast. In exchange Sul Ross is able to put TV commercials promoting Alpine and local business on the live broadcast of the Sul Ross College Rodeo on the Cowboy Channel.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ _____
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ 20,000

How many individuals are expected to participate? 500+

How many of the participants are expected to be from another city or county? 450+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 500+

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Percentage of Hotel Tax Support of Related Costs:

20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 80 years

Expected Attendance: 500+ Contestants, 1500 Spectators, 800,000 TV Viewers

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 500+

How many nights will they stay: The rodeo is a three day event, most stay the duration of the rodeo.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We do not block rooms. We send out information to those attending about all rooms available in Alpine.

How will you measure the impact of your event on area hotel activity? We poll rodeo students at the check in of the event.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: We receive sponsorships, donations and support from many local businesses.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 15,000
- Newspaper \$ 500 Radio \$ 500 TV \$ 14,000
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?
We reach the entire big bend region plus a National/International audience with the Cowboy Channel.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 800,000+ with the Cowboy Channel

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 18,500.00
Ticket sales	\$ 6,000.00
Booth sales	\$ -
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	\$ -
Total	\$ 24,500.00

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 6,000.00
Arts	\$ -
Restoration or Preservation	\$ -
Sporting Event	\$ 67,000.00
Transportation	\$ -
Labor	\$ 15,000.00
Supplies	\$ 2,500.00
Equipment	\$ -
Sanitation	\$ 2,500.00
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	\$ -
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor	\$ -
Other (ice Rink)	\$ 5,000.00
Total	\$ 98,000.00

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ -	<i>Provide detail info.</i>
Advertising	\$ -	<i>for the specific use of</i>
Arts	\$ -	<i>the funds being requested.</i>
Restoration or Preservation	\$ -	
Sporting Event	\$ 20,000.00	
Transportation	\$ -	
Total HOT fund request	\$ 20,000.00	

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	\$ -	<i>Provide detail info.</i>
Police Escort	\$ -	<i>for the specific services</i>
Trash receptacles	\$ -	<i>or equipment</i>
Utilities	\$ -	<i>being requested.</i>
Labor	\$ -	
Other	\$ -	
	\$ -	
Total In-Kind request	\$ -	

Summary	
Total Event Expenses	\$ 98,000.00
Event Revenue	\$ 24,500.00
HOT Fund Total	\$ 15,000.00
In-Kind Total	\$ -
Total Revenue	\$ (58,500.00)

% of HOT Funds to Total Event Expenses (TEE)	0.204081633
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

Fall 2026 Sul Ross State University College Rodeo

Marketing Plan

September 24–26, 2026 | Alpine, Texas

Overview

The Fall 2026 Sul Ross State University College Rodeo will deliver a premier collegiate rodeo experience that combines elite competition, high-level production, and an engaging fan atmosphere. Building on continued national exposure, this event will further expand its reach while promoting Sul Ross State University and the Alpine community on a regional, national, and international level.

Primary Goals

1. Expand Audience Reach

- Grow national and international viewership through television and digital platforms
- Surpass previous broadcast viewership benchmarks
- Strengthen visibility through national broadcast on The Cowboy Channel

2. Enhance Production Quality

- Utilize a professional production crew to ensure a high-quality broadcast
- Maintain efficient performances (under 2.5 hours nightly)
- Continue use of in-arena big screen for instant replay and fan engagement

3. Elevate Fan Experience

- Deliver a fast-paced, action-packed rodeo
- Feature an interactive announcer to engage the crowd
- Create a high-energy, memorable environment for all attendees

4. Support Contestant Success

- Ensure fair and competitive conditions with top-tier judges and stock

- Maintain efficient event flow for contestants
- Provide national exposure to support athlete recruitment and advancement

5. Promote Sul Ross State University and the Alpine Community

- Position the rodeo as a flagship event for the university
 - Highlight Alpine, Texas as a destination for visitors and future students
 - Strengthen partnerships with local businesses and organizations
-

Marketing Strategy

Local and Regional Promotion

- Strategic social media campaigns leading up to and during the event
- Distribution of flyers, posters, and promotional materials across West Texas
- Advertising through local newspapers and radio
- Community engagement through pre-event activities and partnerships

Broadcast and Media Exposure

- National television coverage via The Cowboy Channel
- Commercial placements during broadcast
- Increased sponsor visibility through televised recognition

Sponsor Integration

- In-arena and broadcast recognition for all sponsors
 - Continued collaboration with partners such as Visit Alpine
 - Expanded opportunities for regional and national sponsorships
-

Key Performance Objectives

- Increase total viewership and digital engagement
- Deliver a consistent, high-quality production
- Maintain a strong, energetic fan atmosphere

- Expand recruiting reach for Sul Ross Rodeo
 - Grow sponsor involvement and long-term partnerships
-

Event Execution Priorities

Fan Experience

- Interactive announcer and crowd engagement
- Continuous action with minimal downtime
- Enhanced viewing with big screen replay

Contestant Experience

- Fair, well-managed competition
- Efficient rodeo operations
- Professional exposure on a national stage

Production Standards

- Adherence to broadcast time requirements
 - Seamless coordination with production team
 - High-quality audio and visual delivery
-

Conclusion

The Fall 2026 Sul Ross College Rodeo (September 24–26) will continue to set the standard for collegiate rodeos by combining top-tier competition, national exposure, and community engagement. Through strategic marketing and execution, the event will elevate the Sul Ross brand while delivering an outstanding experience for fans, contestants, and partners alike.

Sul Ross State University Rodeo

Alpine, Texas | Sul Ross Rodeo Team

Fall 2026 College Rodeo – Schedule of Events

To Whom It May Concern,

It is difficult, if not impossible, to finalize the complete schedule of events for the 2026 Sul Ross College Rodeo until the total number of contestants has been confirmed.

The 2026 Sul Ross College Rodeo will take place September 24–26, 2026, with performances scheduled nightly at 7:00 PM. Each performance, along with designated slack rounds, is expected to be broadcast on the Cowboy Channel.

Following each evening performance, the remainder of the rodeo schedule will be determined based on contestant entries and livestock availability. Slack rounds will be held on the following dates:

Slack Schedule
Thursday, September 24, 2026
Friday, September 25, 2026
Saturday, September 26, 2026

The specific events and number of slack rounds each day will be finalized once contestant participation numbers are confirmed.

We appreciate your interest and support of the Sul Ross Rodeo program. Please do not hesitate to reach out with any questions.

Respectfully,

C.J. Aragon
Sul Ross Rodeo Coach

Sul Ross Rodeo Team | Box C-110 | Alpine, Texas 79832 | 432-208-2333 | clint.aragon@sulross.edu



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

Sponsoring School Sul Ross State University

This form is to be mailed First Class and faxed to the NIRA National Office at (509)525-1090 within 24 hours of the last performance.

Completed Rodeo

Y/N/NE	Member Name	School	NIRA #	On/Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Belcher, Britton Taylor	ANGELO	147742										
	Bews, Katie Ann	ANGELO	145905										
	Block, Kelsey Lyne Nicole	ANGELO	147705										
	Childress, Charles Russell	ANGELO	146615										
	Clawson, Nathan Daniel	ANGELO	144252										
	Coward, Taylor Jean	ANGELO	147715										
	Criswell, Kalli Jane	ANGELO	149483										
	Elliott, Kaleigh Elizabeth	ANGELO	147958										
	Hamming, Taya Jessica	ANGELO	144389										
	Hughes, Trey Sterling	ANGELO	144130										
	Jardine, Marina Lynn	ANGELO	144379										
	Lake, Caleb Andrew	ANGELO	144439										
	Lewis, Sam Cain	ANGELO	147714										
	Madill, Brooke	ANGELO	145897										
	Martinez, Kaiden Enrique	ANGELO	149692										
	Massey, Laynee Elizabeth	ANGELO	149488										
	McFadden, Cayden Clay	ANGELO	145899										
	Meador, Cooper Edward	ANGELO	144358										
	Monsivais, Aniceto Julian	ANGELO	148402										
	Montalvo, Kallie Marie	ANGELO	144886										
	Murray, Kally Deeann	ANGELO	146196										
	Odom, Chard William	ANGELO	149491										
	Parsons, Gabrielle Ruth	ANGELO	147697										
	Perez, Grace Catherin	ANGELO	146031										
	Rademacher, Chance Michae	ANGELO	149482										
	Riddle, Keagan Steele	ANGELO	146185										
	Ross, Zach Daniel	ANGELO	143979										
	Thurston, Theresa Grace	ANGELO	144256										
	Timberlake, Ridley JoMarie	ANGELO	145396										
	Valenzuela, Victor	ANGELO	147696										
	Weeks, Layla Faith	ANGELO	147704										
	Wimberly, Shayna Ray	ANGELO	145872										
	Woolsey, Brett Barbara	ANGELO	147725										
	Yarbrough, Logan James	ANGELO	147722										
	Adams, Aspen Jo	CISCO	147730										
	Anastas, Kenneth Pace	CISCO	149340										
	Arrington, Riley Scott	CISCO	147699										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo **Sul Ross State University**

Rodeo Dates **9/25 to 9/27**

Sponsoring School **Sul Ross State University**

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the NIRA National Office at (509)525-1090 within 24
hours of the last performance.

Completed
Rodeo

Y/N/NE	Member Name	School	NIRA #	On/ Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Barrow, Haden Lee	CISCO	149344										
	Blaylock, Hannah Grace	CISCO	147737										
	Bradford, Brit T	CISCO	149363										
	Campbell, Blake David	CISCO	145453										
	Comey, Brody	CISCO	147755										
	Creach, Carson Dee	CISCO	145496										
	Dabney, Preslea Jolee	CISCO	147728										
	Daniel, John David	CISCO	149347										
	Dinniss, Adam	CISCO	149348										
	Egusquiza, AnnMarie	CISCO	140568										
	Elizalde, Audrey Rose	CISCO	149354										
	Erickson, Alissa	CISCO	147747										
	Falvey, Kenzi Rey	CISCO	149353										
	Fitzgerald, Roxy Sue	CISCO	149352										
	Fleming, Chance Micheal	CISCO	145480										
	Gaynor, Mattie Lee	CISCO	149342										
	Goupil, Alexis	CISCO	149365										
	Hancock, Macy Ann	CISCO	149364										
	Hartum, Noah Mark	CISCO	147679										
	Johnson, Sterling Tripp	CISCO	145489										
	Kanady, Kyler Jacob	CISCO	147749										
	Kearney, Micah Scott	CISCO	149359										
	Kelton, Ketch E	CISCO	147735										
	Lane, Ace Gunter	CISCO	147745										
	Lemmel, Cade	CISCO	147729										
	Letcher, Braxton Seth	CISCO	149360										
	Mckean, Jayce D	CISCO	147711										
	Nixon, Jorgia Len	CISCO	149356										
	Pate, Michael Lane	CISCO	148387										
	Pate, Shye Haize	CISCO	147753										
	Patton, Pason Pat	CISCO	149350										
	Pennington, Canyon Spring	CISCO	149362										
	Quattlebaum, Rowdy Dwayn	CISCO	149341										
	Reed, Dax Charles	CISCO	147751										
	Rice, Kirby Allen	CISCO	145458										
	Ross, Seth Hudson	CISCO	149357										
	Scheevel, Tanner	CISCO	145249										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

Sponsoring School Sul Ross State University

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Completed Rodeo

Y/N/NE	Member Name	School	NIRA #	On/Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Schneider, Cruise James	CISCO	147750										
	Shepard, Addison Rose	CISCO	149349										
	Skelton, Raine Lynn	CISCO	143715										
	Smith, Coleman Brit	CISCO	149361										
	Smith, Shane Scott	CISCO	145486										
	Stockman, Bryce Manning	CISCO	149355										
	Sumner, Whitfield Grayson	CISCO	148411										
	Swenson, Andrew Justus	CISCO	149358										
	Tays, Bryson Noah	CISCO	143735										
	Thomas, Kenna	CISCO	147698										
	Thurmon, Madison Jane	CISCO	149339										
	Turner, Reagan Faith	CISCO	145457										
	Valentine, Reid Lane	CISCO	147734										
	White, Logan Michael	CISCO	144343										
	Williams, Rankin Jim	CISCO	149351										
	Wilson, Colton Ray	CISCO	149346										
	Wyatt, Kaitlee Miles	CISCO	147700										
	York, Rance	CISCO	147752										
	Ackerman, Taylee Paige	RANGER	145968										
	Acreman, Kelli Ann	RANGER	144022										
	Babb, Kutter James	RANGER	145969										
	Bedsole, Kaleb Baker	RANGER	146194										
	Belkham, Paden Cash	RANGER	147560										
	Bell, Lemuel Chase	RANGER	147570										
	Bowden, Rance Thiel	RANGER	147575										
	Brock, Seth Thomas	RANGER	149694										
	Burress, Sage Cole	RANGER	147565										
	Cattoor, Kazely	RANGER	149648										
	Chalupiak, Hayden Mya	RANGER	149649										
	DeLuna, Layton Cooper	RANGER	149689										
	Dowell, Makenzie Elaine	RANGER	144610										
	Echols, Jett Reed	RANGER	147574										
	Ernest, Cheston Wade	RANGER	149695										
	Fenoglio, Bray Carter	RANGER	146650										
	Foegelle, Avery Jade	RANGER	147567										
	Foltyn, Isabella Clair	RANGER	146017										
	Foster, Kallee Michelle	RANGER	145973										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

Sponsoring School Sul Ross State University

This form is to be mailed First Class and faxed to the NIRA National Office at (509)525-1090 within 24 hours of the last performance.

Completed Rodeo

Y/N/NE	Member Name	School	NIRA #	On/Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Garcia, Kaylee Mae	RANGER	149650										
	Guthrie-Ferguson, Levi Way	RANGER	149693										
	Hagerstrom, JoHanna Eileen	RANGER	149651										
	Hawkins, Jayden Thomas	RANGER	147585										
	Jones, Tacelyn Marie	RANGER	149691										
	Kennedy, Kendall Machell	RANGER	140771										
	McCoy, Ella Marie	RANGER	147577										
	McDowell, Gracie Marie	RANGER	145971										
	McWhirter, Teryn Rae	RANGER	147564										
	Mendenhall, Hanna	RANGER	147497										
	Nordby, Duke Evan	RANGER	148017										
	Nowosad, Jaden Marie	RANGER	146188										
	Payne, Dillon Patrick	RANGER	147569										
	Payton, Gunter Z	RANGER	148477										
	Petersen, Shelby Wynn	RANGER	147563										
	Raulston, Paycus Steven	RANGER	149697										
	Scheller, Rylin Douglas	RANGER	146192										
	Sears, Callie Rae	RANGER	147566										
	Shaw, Lexi	RANGER	147576										
	Smith, Erik Malik	RANGER	149696										
	Thompson, Tate Haze	RANGER	149690										
	Tool, Tyler Scott	RANGER	147561										
	Valentino, Sydney Michelle	RANGER	148476										
	Vineyard, Cathryn Annette	RANGER	149653										
	Weston, Hana Mcall	RANGER	145989										
	Wheelhouse, Makenzee Mari	RANGER	149652										
	Andrews, Cason Blaine	SLROSS	146055										
	Barnett, Katlyn Louise	SLROSS	144370										
	Barrett, Jett Whitfield	SLROSS	144377										
	Berlin, Chloe Bedke	SLROSS	149727										
	Blackwell, Garrett Harvey	SLROSS	144538										
	Borsy, Kasha Lane	SLROSS	146742										
	Camozzi, Karly Grace	SLROSS	141779										
	Charlton, Brent Joseph	SLROSS	145484										
	Chavez, Codee Nicholas	SLROSS	148562										
	Cline, Zane Ryder	SLROSS	144990										
	Conring, Kasen Choate	SLROSS	143719										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo **Sul Ross State University**

Rodeo Dates **9/25 to 9/27**

Sponsoring School **Sul Ross State University**

This form is to be mailed First Class and faxed to
the NIRA National Office at (509)525-1090 within 24
hours of the last performance.

Completed
Rodeo

Y/N/NE	Member Name	School	NIRA #	On/ Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Deskovick, Madison Renee	SLROSS	145646										
	Dockens, Slayton Cooper	SLROSS	146537										
	Edgar, Colby William	SLROSS	145560										
	Frank, William Cutter	SLROSS	145306										
	Fuller, William Wesley	SLROSS	150042										
	Harder, Owen Chase	SLROSS	148592										
	Hasten, Cage Hondo	SLROSS	148617										
	Hasten, Riley Moore	SLROSS	146286										
	Haumea, Cameron John	SLROSS	142983										
	Herron, Carson Seth	SLROSS	149731										
	Hunger, Jordyn Leigh	SLROSS	146732										
	Jameson, Stetson Layne	SLROSS	142299										
	Jenkins, Riley James	SLROSS	144321										
	Ketcham, Bridger Leigh	SLROSS	145966										
	Kitson, Destini Faith	SLROSS	150095										
	Lankford, Gabriel Myers	SLROSS	148498										
	Miller, Jordan Espy	SLROSS	147129										
	Moosdorff, Melanie Anne	SLROSS	145645										
	Morris, Abby Day	SLROSS	143970										
	Nielsen, Blake Tavish	SLROSS	148697										
	Phillips, Colton James	SLROSS	150038										
	Sabelko, Rylee Nicole	SLROSS	147033										
	Saenz, Augustus "Gus" Joaq	SLROSS	148875										
	Saenz, Jeffery Xavier	SLROSS	146888										
	Skene, Chase Logan	SLROSS	149177										
	West, Landon Beau	SLROSS	144029										
	Whitlock, Trason Jake	SLROSS	145412										
	Williamson, Colton Mayes	SLROSS	148578										
	Abel, Rylee Grace	TARLET	146107										
	Akins, Caylee Renee	TARLET	149831										
	Akins, Ceegan Kay	TARLET	149830										
	Alexander, Elizabeth Ann	TARLET	146109										
	Altieri, Nicole Dion	TARLET	144050										
	Alvarenga Kotscho, Lucca	TARLET	146151										
	Arballo, Rawley Dvel	TARLET	149766										
	Balch, Brooklyn Marie	TARLET	143734										
	Bartlett, Brenson J	TARLET	149763										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo **Sul Ross State University**

Rodeo Dates **9/25 to 9/27**

Sponsoring School **Sul Ross State University**

This form is to be mailed First Class and faxed to
the NIRA National Office at (509)525-1090 within 24
hours of the last performance.

Completed
Rodeo

Y/N/NE	Member Name	School	NIRA #	On/ Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Barton, Lauren	TARLET	148000										
	Bjork, Clare Christine	TARLET	148007										
	Bottkol, Aidan Carr	TARLET	147981										
	Boyce, Brylee Steven	TARLET	149834										
	Brock, Brittlee Marie	TARLET	147671										
	Burcalow, Clare Jane	TARLET	145151										
	Burks, Andi Elizabeth	TARLET	146136										
	Callihan, Conner Blaine	TARLET	146135										
	Carlone, Hannah Faith	TARLET	146626										
	Carmody, Taylon Joseph	TARLET	148003										
	Carter, Camryn Celine	TARLET	146550										
	Chandler, Westen Howard	TARLET	149833										
	Charlesworth, Emilee	TARLET	145497										
	Clemons, Brody	TARLET	149793										
	Cochran, Brilee Blake	TARLET	145491										
	Cope, Gina Rose	TARLET	142113										
	Copeland, Maci Zee	TARLET	146609										
	Davis, Collin James	TARLET	149838										
	Davis, Paige Lorraine	TARLET	144126										
	Davis, Ryleigh Martin	TARLET	147982										
	Dearing, Kreece Ryder	TARLET	145928										
	Deluna, Levi Frankie	TARLET	146130										
	Doran, Samantha Lea	TARLET	144071										
	Dunham, Reece Wayne	TARLET	144357										
	Edge, Aspen Sheridan	TARLET	143831										
	Eiguren, Meg Jordan	TARLET	149767										
	Eiland, Kate Bowers	TARLET	145687										
	Estes, Cidney Marie	TARLET	146149										
	Estes, Lindsey Ann Ruby	TARLET	148001										
	Feild, Daxtyn Shadrach	TARLET	149764										
	Felton, Tayler Audrey	TARLET	144124										
	Fewell, Mallorie Loraine	TARLET	148010										
	Fischer, Makaylee Briana	TARLET	145935										
	Foster, Kenzie Elizabeth	TARLET	150007										
	Fowler, Seren Grace	TARLET	146187										
	Franco, Alejandra	TARLET	149841										
	Frost, Jacelyn	TARLET	143463										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

Sponsoring School Sul Ross State University

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Completed Rodeo

Y/N/NE	Member Name	School	NIRA #	On/Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Fuentes, Marcela	TARLET	147992										
	Fulton, Jenna Marie	TARLET	141721										
	Gann, Teagan Reese	TARLET	147995										
	Garcia, Taber Coe	TARLET	146128										
	Garcia, Triana	TARLET	147998										
	Gardner, Cullen Mills	TARLET	149829										
	Garza, Kaylie Reese	TARLET	147990										
	Gilbreath, Faith Lee	TARLET	145333										
	Glover, True Savannah	TARLET	149827										
	Gose, Addy Elizabeth	TARLET	143868										
	Goven, Ashlyn	TARLET	144440										
	Greenslade, Clay Riley	TARLET	149843										
	Guy, Tucker O'Neal	TARLET	146124										
	Guy, Walker O'Neal	TARLET	149828										
	Haddock, Tara Lee	TARLET	143805										
	Hay, Devon Patrick	TARLET	144280										
	Haynes, Cort Ross	TARLET	148009										
	Hereim, Kenzie Lena	TARLET	146126										
	Higgins, Noah Tate	TARLET	149826										
	High, Carter Todd	TARLET	144134										
	High, Reagan	TARLET	149825										
	Hill, Nathan Ian	TARLET	148035										
	Hockett, Emma Nicole	TARLET	144104										
	Holliday, Corley Ann	TARLET	149820										
	Jensen, June Burch	TARLET	146123										
	Johnson, Mackenzie Anne	TARLET	144100										
	Jones, Havaen Alexia	TARLET	149816										
	Kinser, Addison Marie	TARLET	149821										
	Kittle, Rachel Katherine	TARLET	145499										
	Koonsman, Jordyn Taylor	TARLET	145473										
	Lane, Cooper Jake	TARLET	148028										
	Lawton, Ella Theodora	TARLET	146163										
	Ledger, Hayden L	TARLET	143968										
	Lewis, Colton James	TARLET	149769										
	Lomheim, Jace Irvin William	TARLET	149817										
	Long, Greyson Cash	TARLET	147989										
	Lucero, Tyler Rio	TARLET	149850										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

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Completed
Rodeo

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	Lundberg, Faith Brooklynn	TARLET	149822										
	Lynch, Patton Ann	TARLET	148004										
	Martin, Karmen Jean	TARLET	144328										
	Masters, Caury Allen	TARLET	143693										
	McDonald, Maci Grace	TARLET	144684										
	Merkley, Libby Lynn	TARLET	144093										
	Minze, Rody Edward	TARLET	149768										
	Miska, Madison Seventy	TARLET	149849										
	Monnett, Zane	TARLET	145821										
	Moore, Austen Leigh	TARLET	144718										
	Moore, Devon Anthony	TARLET	146153										
	Morgan Montoya, Rhiley Kat	TARLET	143732										
	Morrow, Colt Weldon	TARLET	149847										
	Munoz, Enrique Rafael	TARLET	142411										
	Osborne, Grace Jo	TARLET	147988										
	Osborne, Makayla Sue	TARLET	144090										
	Parsons, Montgomery Jeffers	TARLET	144087										
	Peterson, John Daniel	TARLET	147991										
	Radford, Kennadie Kristine	TARLET	146161										
	Reeves, Briley Nicole	TARLET	145614										
	Reichert, Lindsey-Kay Melin	TARLET	146160										
	Ricciardi, Sienna Ann	TARLET	148011										
	Richmann, Madison Lorraine	TARLET	145201										
	Rodriguez, Ludwiku	TARLET	149765										
	Schilling, Stran August	TARLET	145459										
	Shadbolt, Shawna Allison	TARLET	144080										
	Shalbetter, Coleman Dole	TARLET	147985										
	Sharon, Waitley Ellis	TARLET	148008										
	Shaw, Paige Anna	TARLET	149819										
	Sims, Carlee Jo	TARLET	142413										
	Smith, Kenli Brooke	TARLET	148006										
	Snedecor, Kallyn Ashley	TARLET	144081										
	Snodgrass, Caeden Everett	TARLET	149818										
	Spennath, Justin Clay	TARLET	143976										
	Staley, Travis Andrew	TARLET	143747										
	Stalvey, Courtney Grace	TARLET	144079										
	Stone, Peyton Grace	TARLET	146156										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

Rodeo Dates 9/25 to 9/27

Sponsoring School Sul Ross State University

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Rodeo

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	Sutton, Skyler Christine	TARLET	144078										
	Talley, Reagan Nicole	TARLET	146137										
	Thomas, Kaycee Nicole	TARLET	142420										
	Tinsley, Caden Andrew	TARLET	144030										
	Tippen, Breckyn Saylor	TARLET	149823										
	Torres, Alexis Marie	TARLET	144076										
	Totten, Jada June	TARLET	144075										
	Van Nest, Austin William	TARLET	144114										
	Walker, Shanks Robert	TARLET	146102										
	Watson, Bailey Rena	TARLET	149832										
	Way, Whitlee June	TARLET	149824										
	Wilcox, Jalee Brooke	TARLET	146105										
	Wilson, Andrew Cole	TARLET	148002										
	Widon, Samuel Thomas	TARLET	147993										
	Withaeger, Christopher Allen	TARLET	144163										
	Akins, Jhett Michael	VERNON	147611										
	Barker, Baylee Cheyenne	VERNON	149864										
	Beazley, Kenzie Paige	VERNON	147616										
	Bryant, Ryleigh Ann	VERNON	147617										
	Budde, Kayden Brian	VERNON	150023										
	Byars, Jett Alexander	VERNON	149866										
	Campbell, Carsyn Clancy	VERNON	145391										
	Casebolt, Foreman Hudson	VERNON	149846										
	Croffut, McKinley Paige	VERNON	147621										
	Doutt, Jayden Layne	VERNON	149736										
	English, Cole Lane	VERNON	147624										
	Erickson, Rebekah Jane	VERNON	147630										
	Goad, Kyler Andrew	VERNON	147639										
	Gomez, Dallas Remington	VERNON	149845										
	Hirsche, Dane Brett	VERNON	149840										
	Hitt, Carter Lee	VERNON	147636										
	Jones, Tipton Warner	VERNON	147635										
	May, Kaden Joe	VERNON	149848										
	McNeely, Jaclyn Stark	VERNON	147638										
	Meier, Ashley Renee	VERNON	148390										
	Nichols, Cole McLayne	VERNON	149854										
	Phelps, Trace Cole	VERNON	149842										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo **Sul Ross State University**

Rodeo Dates **9/25 to 9/27**

Sponsoring School **Sul Ross State University**

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Rodeo

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	Raulston, Aaron Kyle	VERNON	147632										
	Renfroe, Ashlyn Michelle	VERNON	149844										
	Sears, Henley Bren	VERNON	147631										
	Shaw, Memphis	VERNON	147633										
	Siow, Cody James	VERNON	149865										
	Smith, Haiden Logan	VERNON	147609										
	Stark, Allye Jewell	VERNON	147629										
	Tullis, Dawson Lee	VERNON	147602										
	Wendt, Jaelyn Elizabeth	VERNON	147634										
	Adamson, Jymie Anne	WEATHR	147718										
	Andrus, Payton Brooke	WEATHR	143847										
	Applegarth, Brent D	WEATHR	141679										
	Armes, Breely Dee	WEATHR	149663										
	Bass, Kacey Lynn	WEATHR	149662										
	Borkman, Brock Michael	WEATHR	149664										
	Brown, Wregan Faith	WEATHR	145557										
	Bunting, Bryce James	WEATHR	145986										
	Buys, Jazilyn Jo	WEATHR	147710										
	Byars, Addison Marie	WEATHR	149661										
	Carbajal, Courtney Ann Mari	WEATHR	147693										
	Cecil, Kourtnei Marie	WEATHR	149687										
	Colley, Caitlyn Danay	WEATHR	149686										
	Cooper, Cate Rhea	WEATHR	147695										
	Cox, Belden Kambren	WEATHR	147723										
	Crenshaw, Brooke Ann	WEATHR	147724										
	Dale, Claire Lee	WEATHR	147623										
	DeWitt, Lily	WEATHR	149685										
	Eakes, Alivia Nicholz	WEATHR	147726										
	Ellerd, Jeryn	WEATHR	145999										
	Evans, Cash Eugene	WEATHR	149684										
	Flanagan, Cayden Robert	WEATHR	147727										
	Fuesz, Cash Dean	WEATHR	143830										
	Garcia, Diego Alejandro	WEATHR	147708										
	Gasperson, Catcher Grant	WEATHR	143869										
	Goldman, Abigail Lynn	WEATHR	149683										
	Gorham, Ryan Wade	WEATHR	147709										
	Goza, Gentry Raelyn	WEATHR	149682										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo Sul Ross State University

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Completed
Rodeo

Y/N/NE	Member Name	School	NIRA #	On/ Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Graff, Jacee	WEATHR	143405										
	Helton, Hunter Stone	WEATHR	147731										
	Herber, Charlotte Terese	WEATHR	149681										
	Holt, Colby Jet	WEATHR	144613										
	Hughes, Hayden Everett	WEATHR	149680										
	Hurley, Tryan Lloyd	WEATHR	149679										
	Huston, Clayton James	WEATHR	143800										
	Huston, Dalton Thomas	WEATHR	147689										
	Hutchings, Alexis Fallyn	WEATHR	149678										
	Jernigan, Bileigh Bo Derrick	WEATHR	149677										
	Johnson, Randy Darol	WEATHR	149676										
	Johnson, Wyatt Lee	WEATHR	143610										
	Keenan, Dallas Jo	WEATHR	149673										
	Kennedy, Kelsey Meghan	WEATHR	147690										
	Kleinhans, Conley Lynn	WEATHR	147683										
	Kuykendall, Chizm Don	WEATHR	149688										
	Ladd, Trigger James	WEATHR	149660										
	Leatherwood, Hannah Grace	WEATHR	149659										
	Lee, Noah Riley	WEATHR	149658										
	McCormick, Brook Allen	WEATHR	149657										
	McNutt, Bayley Shyann	WEATHR	149656										
	Miranda, Maverick William	WEATHR	149665										
	Napier, Madison Leahh	WEATHR	149655										
	Nelson, Emma Grace	WEATHR	145588										
	Nuce, Wyatt John	WEATHR	149654										
	Parish, Denton Cade	WEATHR	149672										
	Philippi, Ainsley Beth	WEATHR	147687										
	Pinkston, Acey Elizabeth	WEATHR	144086										
	Praytor, Clayton Rob	WEATHR	147740										
	Rampey, Zane Aaron	WEATHR	145613										
	Robertson, Logan Cooper	WEATHR	149671										
	Rouse, Brock Gregory	WEATHR	147720										
	Sanchez, Carolina Serina	WEATHR	149675										
	Scribner, Hevenli Dawn	WEATHR	149674										
	Shelton, Jake Hayden	WEATHR	147738										
	Shook, Kinley Scott	WEATHR	149670										
	Smith, Josslyn Clare	WEATHR	147702										



National Intercollegiate Rodeo Association

Master Entry List

Rodeo **Sul Ross State University**

Rodeo Dates **9/25 to 9/27**

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Completed Rodeo

Y/N/NE	Member Name	School	NIRA #	On/Off	SB	BB	BR	CR	SW	TR	BA	BK	GT
	Sterling, Ainslee Gracey-Mae	WEATHR	149669										
	Stevens, Kynlee Shae	WEATHR	145593										
	Stewart, Jett Henry	WEATHR	143776										
	Story, Mitchie Payson	WEATHR	145594										
	Stout, William Jase	WEATHR	147688										
	Stueve, Mason McCoy	WEATHR	145595										
	Tate, Charles Wyatt	WEATHR	149668										
	Thumann, Kennedy Lane	WEATHR	149667										
	Tindall, Kaydence L	WEATHR	145596										
	Trammell, Mecate Bronc	WEATHR	147686										
	Usher, Jaden Bobbirose	WEATHR	147684										
	Vogel, Pax McLane	WEATHR	145597										
	Ward, Emily Jo	WEATHR	145456										
	Waring, Roxy Grace	WEATHR	149666										
	Watford, Carson	WEATHR	146113										
	Webb, Lane Eugene	WEATHR	143774										
	Weidenbener, Caysen Jean	WEATHR	147677										
	Wilhelm, Skyler Edwin	WEATHR	147942										
	Wood, Klinton Slade	WEATHR	143613										
	Wren, Landry Marie	WEATHR	145563										

427 Total Eligible

Number of Non-Participants

Total Participants

Entry Totals

Short Go Entry Totals

SB	BB	BR	CR	SW	TR	BA	BK	GT

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The above information is to be completed by the Regional Secretary prior to returning the final Master Entry List/Participation List to the NIRA National Office following completion of the rodeo.

Sul Ross Rodeo Team

Sul Ross State University | Alpine, Texas

To Whom It May Concern,

This report summarizes attendance and participation for the 2026 Fall Sul Ross College Rodeo, scheduled for September 24–26, 2026, in Alpine, Texas.

Based on data collected from the 2025 Sul Ross College Rodeo, a total of **427 contestants** participated in the event. These contestants traveled from across the region and stayed in Alpine for an average of 2–3 nights, depending on their competition schedule. While many contestants stayed on-site in living quarters trailers, they still contributed to the local economy through dining, fuel, and retail purchases.

In addition to contestants, the event hosted **40+ college coaches**, along with staff and administrators. Many utilized local lodging options, including hotels and short-term rentals throughout Alpine.

The 2025 Sul Ross College Rodeo reached a national audience of **over 800,000 viewers** through its broadcast on the Cowboy Channel, significantly expanding the visibility of the event, Sul Ross State University, and the Alpine community.

Looking ahead, we anticipate continued growth, with projections indicating an increase of **100+ additional contestants** for the Fall 2026 event, further expanding the reach and economic impact of the rodeo.

This report does not include parents, family members, and spectators, who attend in significant numbers and further increase the economic impact of the event.

The Sul Ross College Rodeo continues to be one of the largest annual sporting events in the Big Bend Region, generating substantial economic activity and regional visibility.

Respectfully,

C.J. Aragon

Head Rodeo Coach

Sul Ross Rodeo Team

Box C-110 | Alpine, Texas 79832

432-208-2333

clint.aragon@sulross.edu

Sul Ross Rodeo Team

2026 Fall College Rodeo Impact Report | Alpine, Texas

The 2026 Fall Sul Ross College Rodeo (September 24–26, 2026) continues to build on strong participation and national exposure.

Participation (2025 Baseline)

- 427 Contestants
- 40+ Coaches and Staff
- Average Stay: 2–3 Nights

Projected Growth (2026)

- +100 Additional Contestants Expected

National Media Reach

- 800,000+ Viewers on The Cowboy Channel

Estimated Media Value

Based on comparable sports broadcast CPM rates (\$20–\$30 per 1,000 impressions), the exposure generated is conservatively valued between:

\$16,000 – \$24,000+ in media value

This exposure significantly enhances visibility for Sul Ross State University, the City of Alpine, and all event partners and sponsors.

KEY METRICS	
Contestants (2025)	427
Projected Increase (2026)	+100+
Coaches/Staff	40+
National Audience	800,000+
Media Value	\$16K–\$24K+

Respectfully,

C.J. Aragon | Head Rodeo Coach

Texas Sales and Use Tax Exemption Certification

This certificate does not require a number to be valid.

Name of purchaser, firm or agency Sul Ross State University	
Address (Street & number, P.O. Box or Route number) PO Box C-116	Phone (Area code and number) (432) 837-8045
City State ZIP code Alpine, TX 79832	

I, the purchaser named above, claim an exemption from payment of sales and use taxes (for the purchase of taxable items described below or on the attached order or invoice) from:

Seller: _____

Street address: _____ City, State, ZIP code: _____

Description of items to be purchased or on the attached order or invoice:

All items are subject to Tax Exemption.

SRSU Federal Tax ID # 74-6000027

Purchaser claims this exemption for the following reason:

Sul Ross State University (SRSU) is a tax supported institution of higher education as defined in the Texas Education Act. SRSU is an agency of the State of Texas. The State of Texas is exempt from all Federal Excise taxes. Texas Agencies are exempt under Chapter 20, Title 122A, Revised Civil Statutes of Texas.

I understand that I will be liable for payment of all state and local sales or use taxes which may become due for failure to comply with the provisions of the Tax Code and/or all applicable law.

I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

sign here 	Purchaser	Title	Date
		Director of Purchasing	6-27-2016

NOTE: This certificate cannot be issued for the purchase, lease, or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist

**This certificate should be furnished to the supplier.
Do not send the completed certificate to the Comptroller of Public Accounts.**

RECEIVED

City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 14 2026 1:38 PM

OFFICE OF THE CITY SECRETARY

Date: March 12, 2026

BY: [Signature]

Name of Organization: Big Bend American Legion Post 79

Address: 360 W Sul Ross Ave.

City, State, Zip: Alpine, Texas 79831

Contact Name: James Sullivan

Contact Email Address: adjutant.bbal79@gmail.com

Contact Phone Number: 432.386.2724

Web Site Address for Event or Sponsoring Entity: https://www.facebook.com/profile.php?id=61550282663840

Is your organization: Non-Profit: YES Private/For Profit: No

Tax ID#: TX Comptroller: 17410371987
EIN: 74-1037198 Entity's Creation Date: November 11, 1919

Name of Event or Project: 2027 American Legion Riders Texas State Rally

Date of Event or Project: Arriveing on April 28 2027 - Departing on May 2 2027

Primary Location of Event or Project: Big Bend Post 79 - 360 W Sul Ross Ave

Amount Requested: \$7,500.00

How will the funds be used: For Entertainment and promotion

Brief Description of Funded Activity/Facility: This is the yearly State motorcycle rally for the American Legion Department of Texas. Locations are chosen 2 years in advance. I worked for several years working to bring this event to the Big Bend. our membership voted For Alpine at the 2025 rally in Kerrville. We are planning for people to arrive on Wednesday Apr 28 departing on May 2. The 2024, and 2025 rallys in Mt Vernon and Kerrville had over 300 motorcycles participating bringing in 350 to 450 persons. This is a "Legion Family" event bring in not only Legionnaires but Sons of the American Legion & American Auxiliary into Alpine

Percentage of Hotel Tax Support of Related Costs:

18-20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: First Year is the first year for this event in West Texas

Expected Attendance: 400 - 600

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 95%

How many nights will they stay: 3 - 4 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, Hotel Parker, I will be contacting the other hotels B&Bs and RV parks over the next couple of months.

How will you measure the impact of your event on area hotel activity? I plan to survey both the attendees and the places they stay

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Hotel Parker/ Sicewood, Texas Ranch Sales, Stealth Sweepstakes, Big Bend Cycle, There will also be sponsorship coming in from Other ALR Chapters throughout Texas. We will also be approaching BBT, and other local businesses.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 3000
- Newspaper \$ _____ Radio _____ TV \$ _____
- \$ Press Releases to Media \$ Press releases through the American Legion no cost.
- Direct Mailing to out of town recipients \$ 2100 for direct mail
- Digital or Social Media \$ couple of months.

What cities/regions/demographics will you reach with your advertising and promotions?
All of the 256 American Legion Riders Chapters in Texas, Chapters in Eastern New Mexico. We also expect for Officers and Riders from other states as well. Generally marketing throughout the American Legion National

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 25,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. Civic Center Rental:** use of civic center facility
 \$ No idea, I plan to approach the city to use the parking lot beside the Civic Center; where they have the Gem and Mineral Show as a possible location for the Bike Rodeo.
- 2. Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
 \$ **2,500**

- 3. Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
 \$ **5,000**

- 4. Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
 \$ N/A

- 5. Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
 \$ N/A

How many individuals are expected to participate? 400 - 600

How many of the participants are expected to be from another city or county? 95+%

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? Everyone who attending from out of town.

- 3. Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ I have no idea; what I plan to do is contract a couple of individuals to be on deck to shuttle people as needed.

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

This event is always well attended as it is the major yearly fund raising event for the ALR of Texas; all proceeds to benefit The Veterans and Children Foundation.

<https://www.legion.org/get-involved/community-programs/veterans-and-children-foundation>

☐ Total event budget including HOT funds (sample budget format available)

This is what I am estimating

\$3000	Advertizing
\$8000	Entertainment
\$7000	350 meals catered
\$3500	Door prizes and other giveaways
\$8,000	For Raffel and silent auction items
\$1200	For VIP Lodging
<u>\$2500</u>	<u>Event labor</u>
\$33.200	Estimated

☐ Proposed Marketing Plan for Funded Event (sample marketing plan available)

The marketing for this event will be done primarily through the American Legion Network using Facebook, Emails, and direct mailing. We will have advertizements peroidcly in Legion Publications. Although, we are focusing on Texas, we will also be reaching out to the American Legion Riders (ALR) nationally. As Division 4 Vice Chairman ALR of Texas I do a considerable amount of riding throughout the state attending conventions and rallies. I am also on the advanced team for the Legion Riders National Run. On that run, I am contact with Riders from all of the United States. At all those events, continually promote our Texas event. The event we are bringing to Alpine is our yearly State Rally so, that event is not only promoted by myself, but also all of the Officers in the ALR of Texas. By all indications, this will be a well attended event

☐ Schedule of Activities or Events Relating to the Funded Project

Riders Will begin arriving on Wednesday, leaving on Sunday. During that time they will be given maps of our area of different points of interest in South County, where they will ride on their own, in their own groups, whichever of the routes they wish on the maps I'm creating. Several of the routes run from Alpine to Marfa Presidio back around through Terlingua back up to Alpine; from Alpine to Fort Davis around the loop down through to Valentine back through Marfa to Alpine; and running south from Alpine down through the park back up around through Back Gap through Marathon, and back to Alpine. Something that has not been done before on our rallies is a Pan Am bike ride. Those are the on-road off-road touring bikes, They will be encouraged to ride down in the Big Bend national Park, I'm also mapping out a route that runs to Marfa down the Pinto Canyon Road back around past Presidio and back up the Casa Piedra Road to Marfa back to Alpine The canteen at the post will be open as usual,

We will only be providing meal on Friday evening and our banquet on Saturday evening. The remainder of the time we encourage everyone to eat at the restaurants around town. Our meals will be locally catered. We plan a Bike Rodeo on Saturday afternoon, befor we have out Meeting, Awards Banquet, and Dance

later in the afternoon and evening.

Sunday morning we will have breakfast burrito coffee and donuts, have a little fellowship, a blessing of the bikes and everyone will head home.

That is basically what is planned. I am purposely not scheduling many structured events for the attendees, we want everyone to experience all we have to offer in Alpine and the Big Bend area.

□ Estimated attendance and economic impact (primarily hotel stays) from prior event

In Mount Vernon 2024 there was over 300 motorcycles with around 500 persons at the Rally. Probably 90% stayed in hotels or RV parks.

In Kerrville 2025 was much the same as Mount Vernon.

I was personally at both of these rallies.

I worked hard for 2 years to get Alpine as the host town for the 2027 ALR State Rally. When the vote was taken at Kerrville this last year 90% vote, for Alpine. There were a good many people that told me "we've been wanting to go to the Big Bend for years and just never have so, we're in." Others said they've been here years ago when they were kids and excited to get to go back as adults.

From all indications I believe we are going to have a very good turnout for this event in Alpine.

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 12, 2026

Name of Organization: Alpine's Gallery Night, LLC.

Address: P.O. Box 788

City, State, Zip: Alpine, Tx 79831

Contact Name: Heidi A. Blackman

Contact Email Address: Heidi.blackman@kw.com

Contact Phone Number: 432-294-1071

Web Site Address for Event or Sponsoring Entity: Artwalkalpine.com

Is your organization: Non-Profit: yes Private/For Profit: _____

Tax ID#: 20-2972434 Entity's Creation Date: SEPT. 1993

Name of Event or Project: Alpine's Artwalk 2026

Date of Event or Project: NOVEMBER 20th & 21st 2026

Primary Location of Event or Project: Downtown Holland Avenue & 5th St.

Amount Requested: \$60,000 (25,000 for promotion & 35,000 for music & art cars)

How will the funds be used: WE will promotion funds on out of town marketing, Billboards, Radio, publications, post cards, social media, & TV ADS. The art funds for musicians and rooms for art cars & The Austin Bike Zoo

Brief Description of Funded Activity/Facility: Artwalk is a 2 day family friendly free art & music festival honoring the artists from the Big Bend Region. We will have 1 stage, art silent auction, food vendors, art vendors, live art demos & AN ART CAR PARADE! Viva Artwalk!

RECEIVED
City of Alpine, Texas
APR 16 2026
OFFICE OF THE CITY SECRETARY

BY: [Signature] 9:31 am

Percentage of Hotel Tax Support of Related Costs:

51.13% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 33 years

Expected Attendance: 4,000 to 6,000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: We estimate 50%

How many nights will they stay: 2-3 nights some stay for Thanksgiving

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We will block 10-12 rooms at Hampton Inn & 15-20 rooms at Highland Inn - for Art Cars

for musicians

How will you measure the impact of your event on area hotel activity? We will send a survey to local hotels & motels. We don't always get a great response but we try.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Odessa Marriott, CBS7, LIF, Twin Peaks Liquors, Skinners Drilling, 5th St. Gallery, local Banks, & many more

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 36,950
- Newspaper \$ 8,000 ^{Publications} Radio \$ 2050 TV \$ 5,000 Photography 1500
- Press Releases to Media \$ Free Local 1,800 5000 Billboards Publications'
- Direct Mailing to out of town recipients \$ 1,600 Postage 2,500
- Digital or Social Media \$ 3,500 Other \$ 2,500 WEB Design \$3500
Graphic Design

What cities/regions/demographics will you reach with your advertising and promotions?

Midland/Odessa, San Antonio, Dallas, Austin, Houston, El Paso, Tri-County, Monarchs. Social Media throughout Texas

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 45% or more

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 25,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 35,000
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

ALPINE'S GALLERY NIGHT, INC.

P.O. BOX 788

ALPINE, TX. 79831

April 14, 2026

Organization Overview

Alpine's Gallery Night began as a simple idea: an evening in Alpine where art galleries and art studios could independently host open houses, yet together, each hosting its own show. Our first one was the first Saturday in December 1994. Six locations, 500 attendees, each floating around to each location to check out the new art scene.

In 2005, after a decade of great success, it was time to become a nonprofit organization to serve our community and the Big Bend Region. We provide a venue for the promotion of the arts through education, economic, and entertainment opportunities for children, students, patrons, and the disabled in Alpine and the Big Bend Region. We are proud to be a part of helping become a designated Cultural Arts District by the Texas Commission on the Arts in 2012.

Alpine's Gallery Night's events and fundraisers have enabled us to donate to public and private schools thousands of dollars each year of much-needed art supplies, as well as award scholarships to Alpine High School art students, Terlingua High School, and Sul Ross State University.

Spirits of the West grew from a need to create a new festival to support more tourism and give locals a fun new event to attend. We began in 2021 on 6th Street with 15 vendors and approximately 500 attendees. Over the years, we have developed it into a bigger event with more vendors and attendees. We hope to see growth year after year.

We are an energetic organization that promotes the arts in rural West Texas, especially in the Big Bend Region. Through our efforts, we have designed and painted 6 murals around Alpine, painted by the famous mural artist, Styllle Read. We support the development of art programs and endorse community facilities that provide area-wide services for public art programs.

2026 Artwalk Schedule of Activities

November 20 & 21

Official Locations open from 10 AM to 10 PM

Artwalk Event:

November 20 & 21, 5th Street will be closed between Holland and Avenue E for Budweiser Stage and art vendors.

Food Vendors at Railroad Depot Parking Lot

Alpine Public Library Art Silent Auction to be announced

Saturday November 21st- Art Car Parade – NOON

The Art Car Parade will begin at City of Alpine Parking Lot and go down Holland and ends at Lobo Stadium.

2026 ARTWALK MARKETING PLAN

May-Get application for 5th Street Closure from TXDOT. Update Website with 2026 dates and Honored Artist information. Get all applications updated and ready for vendors.

June-Send out sponsor packets, write a press release to the Alpine Avalanche and Fort Stockton Pioneer announcing 2026 dates, Honored Artist, and Art Car Parade. Hire a social media marketer and a digital content person.

July-Reserve Billboards, talk with CBS 7 about TV commercials, West Texas Radio Media Group to plan ads. Reserve Bands. Get with the Houston Art Car Klub to get 20 cars to apply to come. Reserve space with Texas Monthly.

August-Get Local Official Location applications out. Get Artwork for Postcards.

September- Get artwork to Lamar for Billboards, launch Social Media

October-Print Postcards, schedule an interview with KVLV/KALP, Billboards will be installed 30 days before the event. Begin Advertising in the Odessa American.

November-Have postcard labeling party, run local newspaper ads in the Alpine Avalanche and the Fort Stockton Pioneer. Advertise in the Odessa American, TV ADS two weeks before the event.

Spirits of the West Report 2025

The Director at the time gave a verbal report to the Director of Tourism for Alpine. Chris Ruggia can confirm.

Artwalk Budget 2026

Alpine's Gallery Night, Inc.

P.O. Box 788

Alpine, TX. 79831

EXPENSES:

Event organizer	\$12,000
Event Insurance	\$ 1,800
E&O insurance	\$ 400
Storage Unit	\$ 2,000
Office Supplies	\$ 500
Web Hosting	\$ 2,000
Bookkeeping	\$ 1,200
Board Meetings	\$ 400
Portapotties	\$ 1,600
TDS Trash	\$ 900
Security	\$ 900
Scholarships	\$ 4,000
Graphic Design	\$ 2,000
Merchandise	\$ 7,000
Event setup&take down	\$ 1,500
Hotels & Riders for Bands	\$ 3,000
Art Car rooms	\$ 2,600
Music	\$20,000
Sound Production	\$ 2,000
Local Publications	\$ 1,800
Local Radio	\$ 550
Publications	\$ 8,000

Out of town Radio	\$ 1,500
Billboards	\$5,000
Out of town TV	\$5,000
Digital & Social	\$3,500
Postcards	\$1,600
Printing	\$3,500
Postage	\$2,500
Web Design	\$3,500
Photographer	\$1,500
20 Art Cars	\$ 8,000
Austin Bike Zoo	\$10,000
<u>True Value Rental</u>	<u>\$1,000</u>
TOTAL	\$116,750

ARTWALK INCOME

LOCATIONS	\$6,000
ART VENDORS	\$5,000
FOOD VENDORS	\$4,000
STREET VENDORS	\$5,500
MERCHANDISE NET	\$3,000
SPONSORS	\$33,250
HOT FUNDS ART	\$35,000
<u>HOT FUNDS ADS</u>	<u>\$25,000</u>
TOTAL	\$116,750

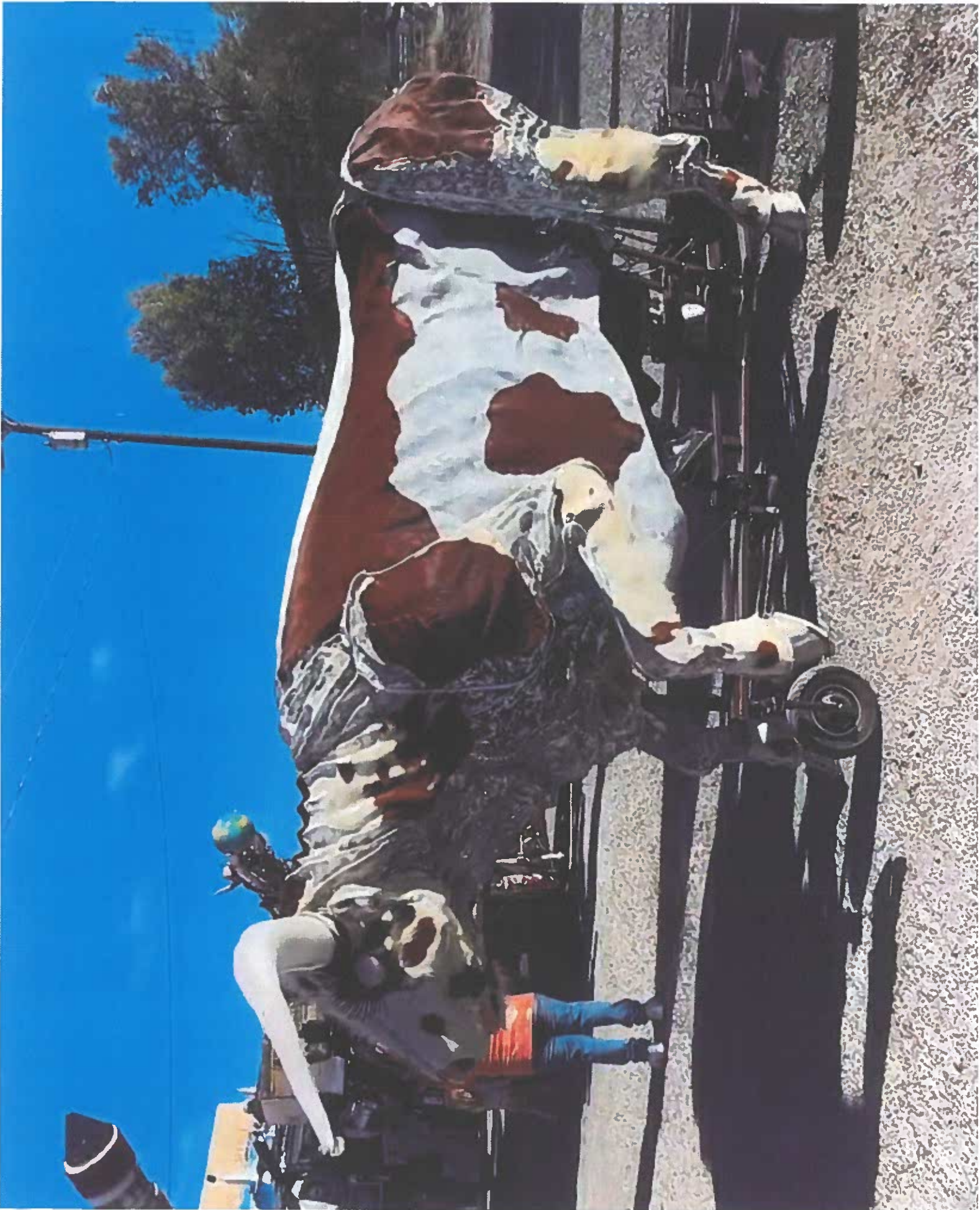
**Alpine's Artwalk 2025
Income Report**

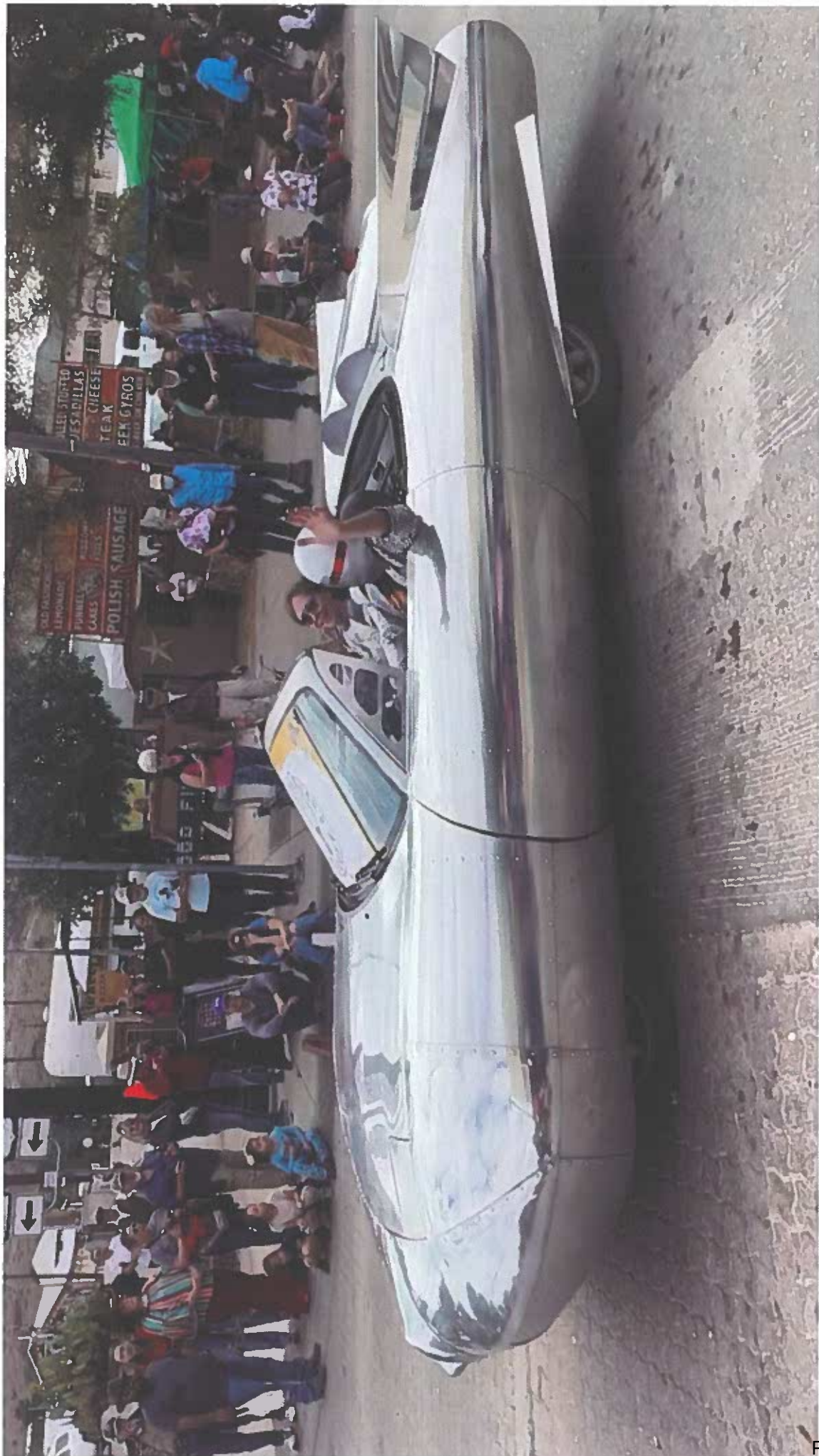
16-art vendors in Kishmish	\$4,000
20- 5 th Street vendors	\$5,000
9-food vendors	\$4,050
Merchandise	\$4,500
Sponsors	<u>\$31,500</u>
TOTAL INCOME	\$49,050



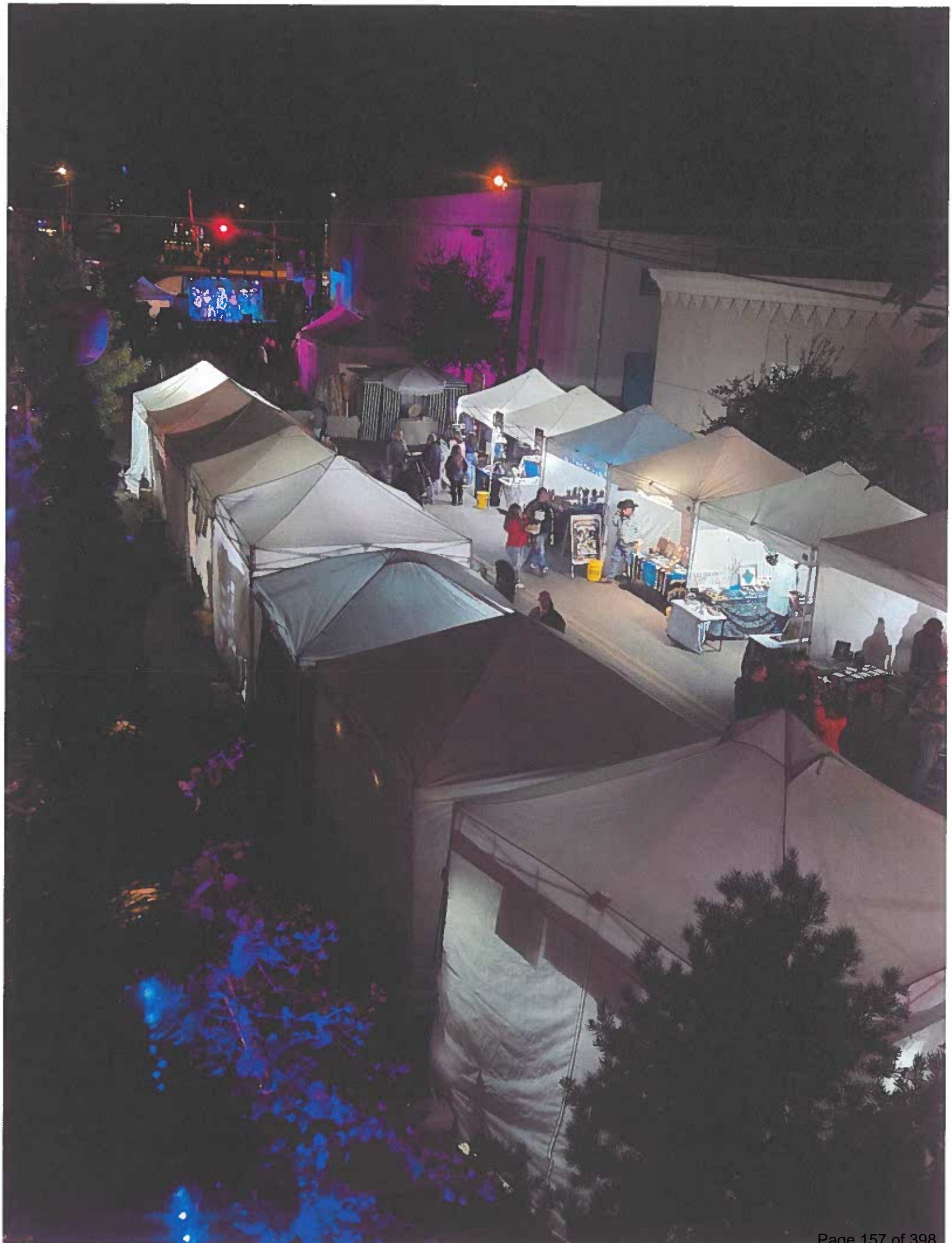


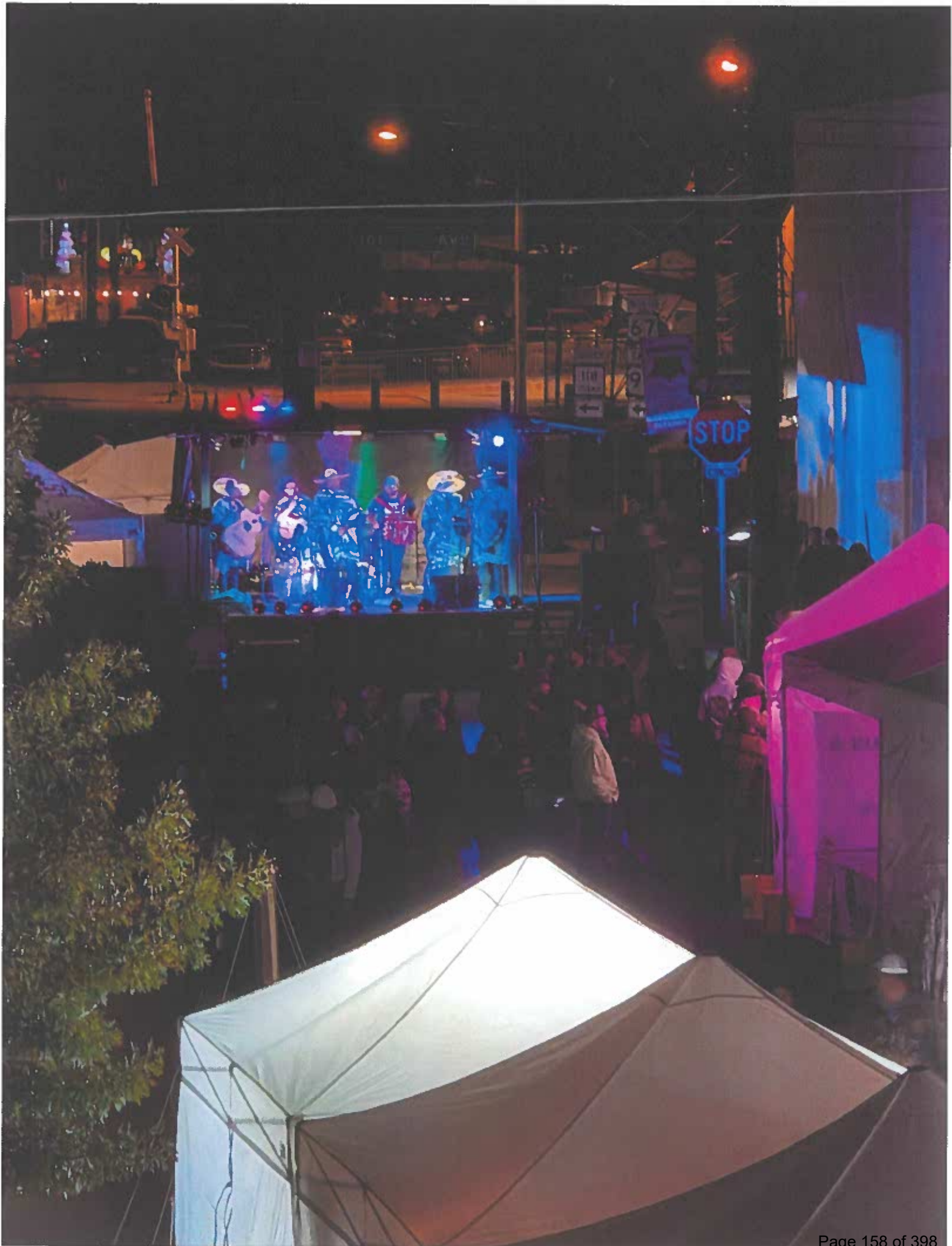






















HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: APRIL 12, 2025

Name of Organization: ALPINE'S GALLERY NIGHT INC.

Address: P.O. BOX 788

RECEIVED
City of Alpine, Texas

City, State, Zip: ALPINE, TX 79831

APR 16 2026

Contact Name: JOHN DAVIS

OFFICE OF THE CITY SECRETARY

Contact Email Address: jdavisstudio.com

BY: [Signature] 9:31 am

Contact Phone Number: 432 386 6169

Web Site Address for Event or Sponsoring Entity: ARTWALK ALPINE.COM

Is your organization: Non-Profit: YES Private/For Profit: NO

Tax ID#: 20-2972434 Entity's Creation Date: 5.2021

Name of Event or Project: SPIRITS OF THE WEST FEST

Date of Event or Project: LAST WEEKEND OF APRIL 23 & 24

Primary Location of Event or Project: COURT HOUSE & 6th STREET

Amount Requested: \$33,500

How will the funds be used: 16,000 FOR OUT OF TOWN PROMOTION

17,500 FOR LIVE MUSIC FOR 2 DAY FESTIVAL

Brief Description of Funded Activity/Facility: THIS EVENT HIGHLIGHTS

TEXAS WINE, SPIRITS AND LOCAL BREWERIES. ART VENDORS

ARE ALSO A PART OF THESE FESTIVITIES. WITH MORE

THAN 40 LOCAL AND REGIONAL VENDORS.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 16,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 17,500
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Percentage of Hotel Tax Support of Related Costs:

55.57% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 2027 WILL BE THE 6th YEAR

Expected Attendance: 800 - 1200

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 40%

How many nights will they stay: 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: YES HAMPTON INN

How will you measure the impact of your event on area hotel activity? SURVEYS TO HOTELS & FESTIVAL GOERS

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: ALCOVE SOCIAL & GRANADA THEATER
TWIN PEARS LIQUOR, TITOS VODKA, SKINNERS DRILLING

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 21,400
- Newspaper \$ 1,900 Radio \$ 1,500 TV \$ 5,000
- Press Releases to Media \$ 1,000 Billboards 5,000 WEDdesign \$1500
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 3,000 Other \$ 2,500 PRINTING

What cities/regions/demographics will you reach with your advertising and promotions?
MIDLAND, DDESSA, SAN ANGELO, TRI COUNTY, MONAHAN'S
AUSTIN, DALLAS, SAN ANTONIO

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 65%

SPIRITS OF THE WEST BUDGET 2027

Alpine's Gallery Night, Inc.

P.O. Box 788

Alpine, TX 79831

SPIRIT'S EXPENSES:

Event Insurance	\$1,800
E & O Insurance	\$ 400
Office Supplies	\$ 200
Web Hosting	\$1,000
Board Meetings	\$ 325
Portapotties	\$1,400
TABC License	\$ 200
TDS trash	\$1,000
Security	\$ 900
Graphic Design	\$1,500
Merchandise	\$4,500
Event setup & takedown	\$2,000
Tent repair	\$ 600
Riders & Hotel for bands	\$3,000
Music	\$14,500
Sound Production	\$2,000
Local Publications	\$1,200
Local Radio	\$ 550

Out of Town Radio	\$1,000
Billboards	\$5,000
Out of town TV	\$5,000
Digital & Social Media	\$3,000
Printing	\$2,500
Postage	\$ 200
Web Design & Updates	\$1,500
True Value Rental	\$ 800
Photographer	\$1,200
<u>Catering & Food</u>	<u>\$3,000</u>
TOTAL	\$60,275

SPIRIT'S INCOME:

VENDORS 25 @ \$300	\$ 7,500
FOOD VENDORS 6@350	\$ 2,100
MERCH NET SALES	\$ 1,000
SPONSORS	\$16,175
HOT FUNDS ADS	\$16,000
<u>HOT FUNDS ARTS</u>	<u>\$17,500</u>
TOTAL	\$60,275

ALPINE'S GALLERY NIGHT, INC.

P.O. BOX 788

ALPINE, TX. 79831

April 14, 2026

Organization Overview

Alpine's Gallery Night began as a simple idea: an evening in Alpine where art galleries and art studios could independently host open houses, yet together, each hosting its own show. Our first one was the first Saturday in December 1994. Six locations, 500 attendees, each floating around to each location to check out the new art scene.

In 2005, after a decade of great success, it was time to become a nonprofit organization to serve our community and the Big Bend Region. We provide a venue for the promotion of the arts through education, economic, and entertainment opportunities for children, students, patrons, and the disabled in Alpine and the Big Bend Region. We are proud to be a part of helping become a designated Cultural Arts District by the Texas Commission on the Arts in 2012.

Alpine's Gallery Night's events and fundraisers have enabled us to donate to public and private schools thousands of dollars each year of much-needed art supplies, as well as award scholarships to Alpine High School art students, Terlingua High School, and Sul Ross State University.

Spirits of the West grew from a need to create a new festival to support more tourism and give locals a fun new event to attend. We began in 2021 on 6th Street with 15 vendors and approximately 500 attendees. Over the years, we have developed it into a bigger event with more vendors and attendees. We hope to see growth year after year.

We are an energetic organization that promotes the arts in rural West Texas, especially in the Big Bend Region. Through our efforts, we have designed and painted 6 murals around Alpine, painted by the famous mural artist, Styllle Read. We support the development of art programs and endorse community facilities that provide area-wide services for public art programs.

Spirits of the West Report 2025

The Director at the time gave a verbal report to the Director of Tourism for Alpine. Chris Ruggia can confirm.

2027 SPIRITS OF THE WEST SCHEDULE OF ACTIVITIES

SPIRITS EVENT:

APRIL 23- GATES OPEN AT 4PM

4-10 BANDS PLAY

WINE & LIQUORS OPEN

ART & MERCH VENDORS OPEN

6PM TEQUILA TASTING CLASS

GATES CLOSE AT 10 PM

APRIL 24- GATES OPEN 11AM

11AM BLOODY MAR BAR OPENS

11 MUSIC STAGE WITH DJ MUSIC

WINE & LIQUOR VENDORS OPEN

ART & MERCH VENDORS OPEN

4PM TO 10PM BANDS PLAY

2PM WINE TASTING CLASS

4PM BOURBON TASTING CLASS

GATES CLOSE AT 10PM

2027 SPIRITS OF THE WEST MARKETING PLAN

May- Update Spirit's Website with photos and new dates.

September-put vendor applications online, send out sponsor packets, and print postcards for the Texas State Fair.

November- Update website and social media with vendors.

December-Get permission from the City of Alpine to close streets down, reserve bands.

January- Press Release, select billboard locations with Lamar Advertising, meet with CBS 7, and West Texas Radio Group to plan ad spots.

February-Launch Social Media teasers, contact Eventbrite, create posters, host a tasting of wines or liquors about town or at Twin Peaks, get artwork to Lamar for billboards.

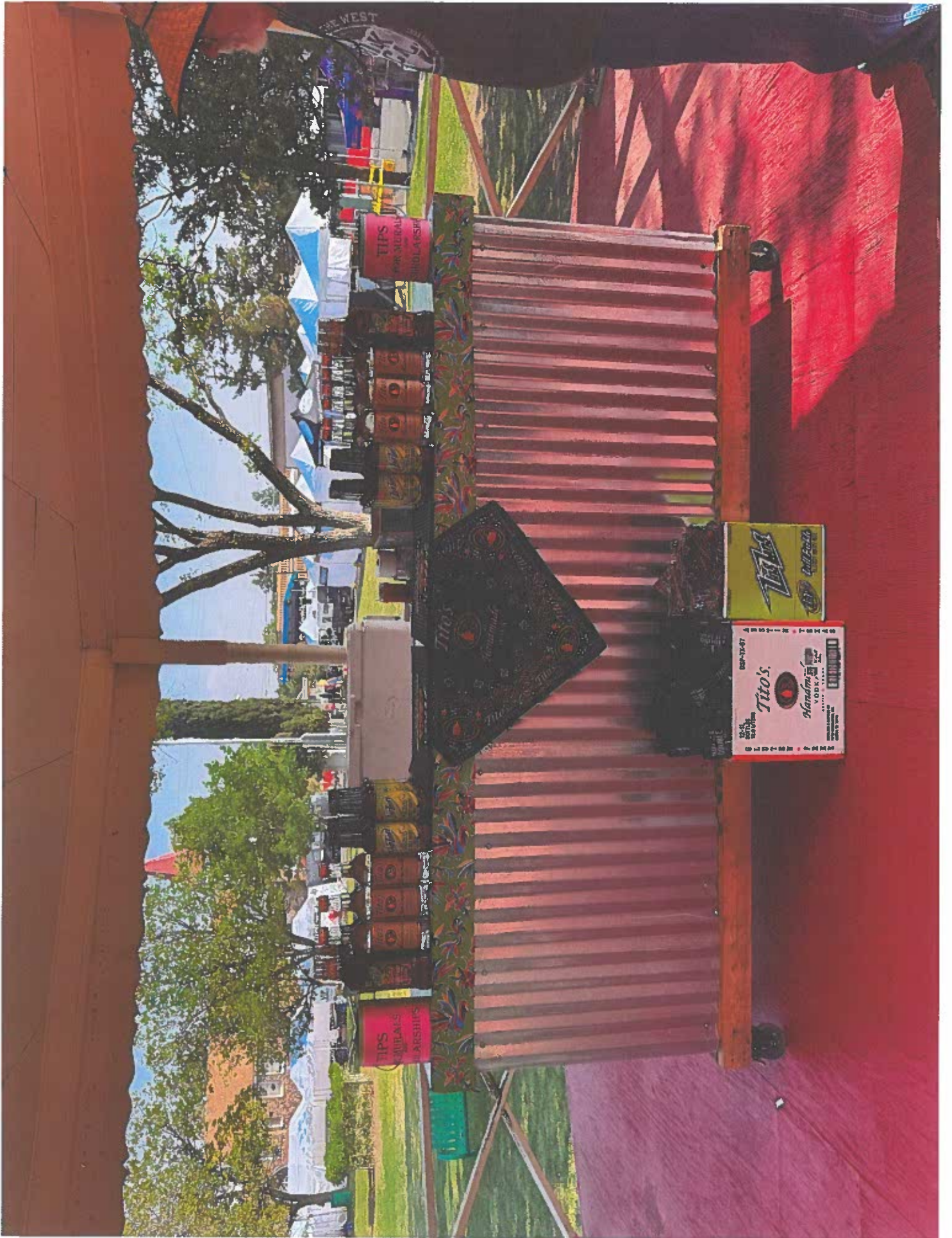
March-Deadline for sponsors on publications, posters delivered to tri-county businesses, billboards installed 30 days prior to the event, get with CBS7 with Tv ads, West Texas Radio Group ads, and social media ads.

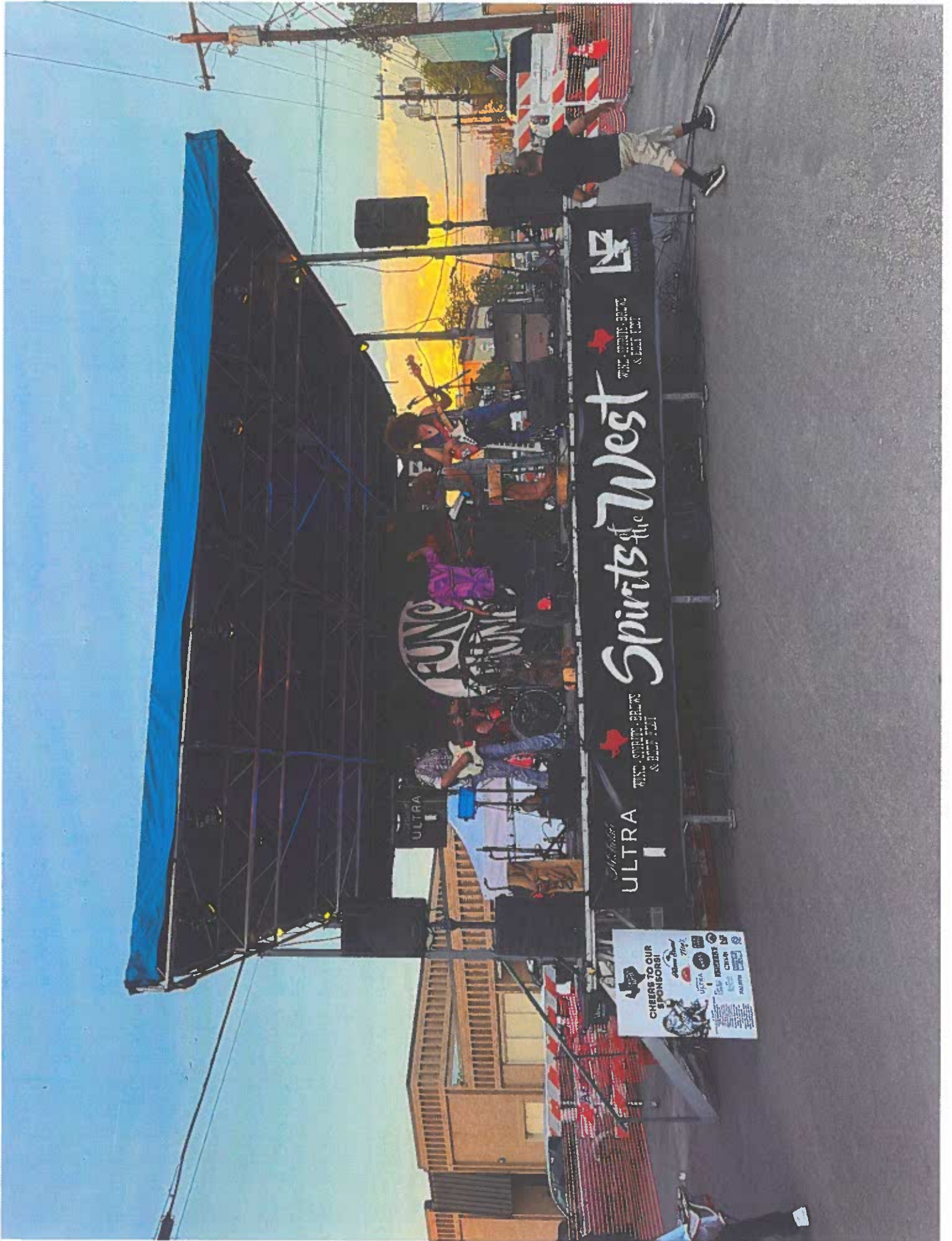
April-Local Radio Ads, Newspaper ads, and Social media ads.

SPIRITS OF THE WEST 2025

Income Report

Liquor booths	\$5,000
Art & retail	\$5,000
Food booths	\$3,600
Wine classes	\$1,630
Tequila classes	\$1,625
Bourbon classes	\$1,800
Sponsors	\$13,500
Ticket Sales	<u>\$15,450</u>
TOTAL INCOME	\$47,605

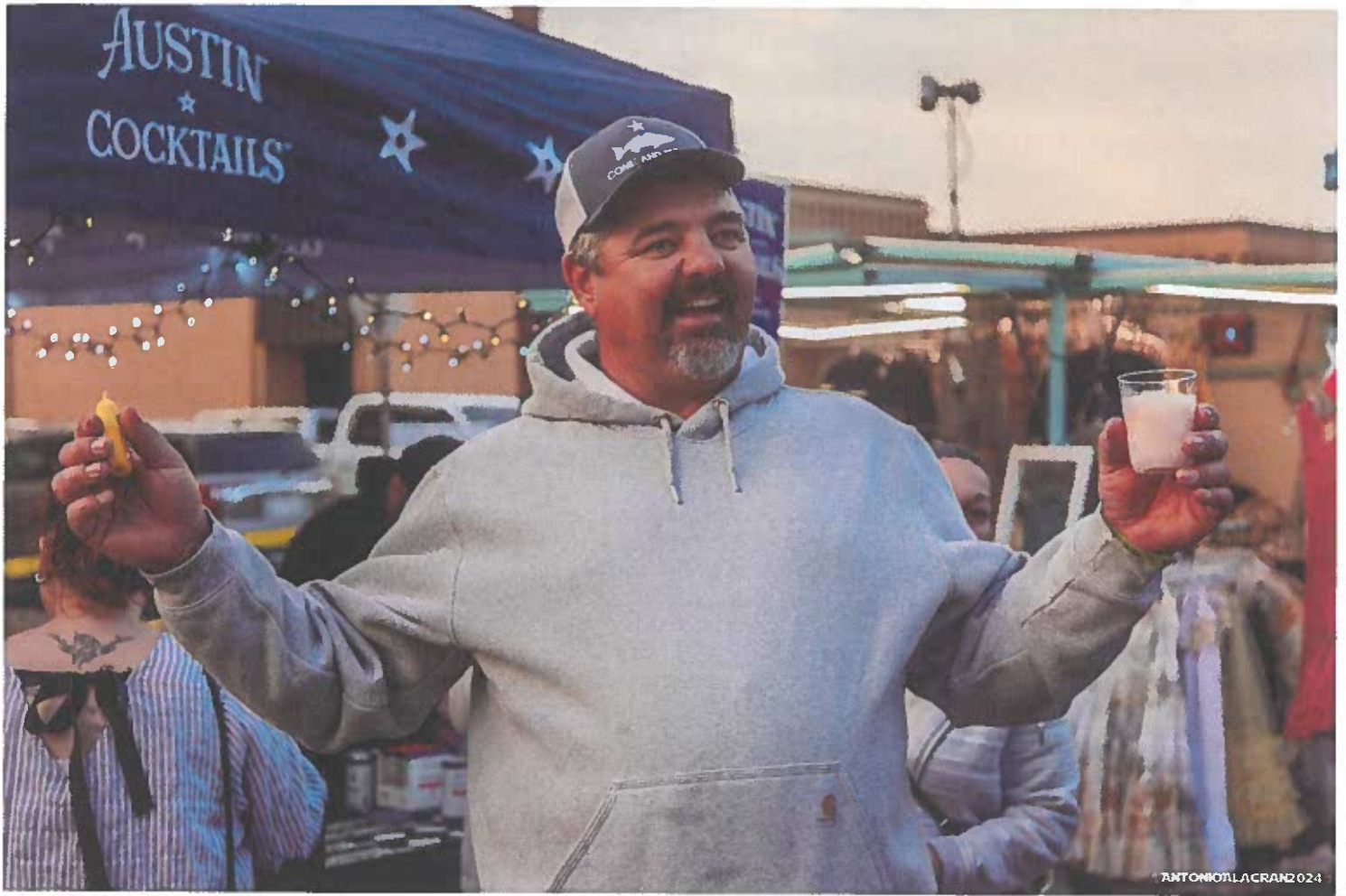






















ANTONIO LACRAN2024





ANTONIOALACRAN2024

HOTEL OCCUPANCY TAX GRANT APPLICATION

RECEIVED
City of Alpine, Texas

Date: 4.16.26

Name of Organization: Sul Ross State Athletics

APR 16 2026

Address: Box C-17

OFFICE OF THE CITY SECRETARY

City, State, Zip: Alpine, Tx 79832

BY:  11:47

Contact Name: Amanda Workman

Contact Email Address: amanda.workman@sulross.edu

Contact Phone Number: 432.837.8021

Web Site Address for Event or Sponsoring Entity: srlobos.com

Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 74-6000027 Entity's Creation Date: _____

Name of Event or Project: SR Athletic Events

Date of Event or Project: September - April

Primary Location of Event or Project: SR athletic facilities

Amount Requested: \$50,000

How will the funds be used: Event expenses throughout the year + facility/equipment enhancements

Brief Description of Funded Activity/Facility: SRSU athletics hosts over 70 home athletic events each year. Each event brings athletic teams, visiting fans, and SR athletic parents that stay in hotels multiple nights and eat multiple meals.

Percentage of Hotel Tax Support of Related Costs:

.38 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 50+

Expected Attendance: over 3,000 fans + 2,000 visiting teams + coaches

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: teams stay in Alpine if hotels are available and eat 3 meals each day in town.

How many nights will they stay: 1-4 depending on team (breakdown attached)

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

How will you measure the impact of your event on area hotel activity? room rate x number of rooms x number of teams x number of days

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: _____

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ _____
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ _____ Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?

Amarillo/Canyon, San Antonio, San Angelo, Lubbock, Wichita Falls, Kingsville, Dallas, Austin, Laredo, Kingsville, Denton, Odessa, Tyler, Pampa, NM, Silver City, NM, Lawton, OK and Edmond, OK.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? over 10,000

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ _____
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ 50,000

How many individuals are expected to participate? 5,000

How many of the participants are expected to be from another city or county? all

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? all if rooms are available

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

HOT Grant Committee:

Our event proposal is a little outside the norm but I wanted to ensure that it reflected the true and sustainable impact that Sul Ross State Athletic events bring to the community. From late August – end of April each year Sul Ross State Athletics hosts between 70-80 home athletic events. Each event generates hotel revenue, not just from fans, but from visiting teams as well. Sul Ross Athletic events have the capacity to generate over 1400 room nights from visiting teams alone. Both visiting teams fans and SRSU parents generate hotel revenue as well, often staying multiple nights each trip.


Additionally, these teams and fans generate substantial revenue through meals at local restaurants and shopping at local businesses. Almost every weekend throughout the school year visitors come to Alpine to enjoy a Sul Ross Athletic event. Including over 3,000 fans/parents and over 2,000 visiting student-athletes and coaches.

Our proposal includes a unique plan that crafts a \$25,000 corporate sponsorship package that would create access to promote further tourism to Alpine directly to these teams prior to and during their stay. As well as direct marketing to fans in attendance at games.

Further, this proposal is unique in that it reflects the fact that SR athletic events are promoted in 18 different markets throughout the Lone Star Conference via the marketing efforts of each university. Additionally, we seek to expand our local reach by producing schedule posters to hang in local businesses and provide SR flags to businesses to fly on game days to increase visible partnership between the City of Alpine and Sul Ross State Athletics.

I believe that Sul Ross State Athletics brings many unique visitors to Alpine multiple times each year. It is our goal to support and promote local business as much as possible and create a lasting, sustainable partnership that benefits all parties. Thank you for your time and consideration.

Sincerely,



Dr. Amanda Workman-Vickers
Vice President for Intercollegiate Athletics
Sul Ross State University

Proposed Marketing Plan

Athletic schedules are shared on all 18 Lone Star Conference school websites and all of their media markets and promoted through each school's marketing departments. They are shared on social media, websites, web streaming, and emails as well. Some are published in local newspapers and shared on tv stations as well as radio stations. These schedules drive traffic into Alpine through both visiting teams, coaches, and fans. Additionally, these schedules drive attendance for Sul Ross student-athlete parents.

A list of Lone Star Conference schools and markets are reflected below:

Angelo State University, San Angelo, TX

Cameron University, Lawton, OK

Dallas Baptist University, Dallas, TX

Eastern New Mexico University, Portales, NM

Lubbock Christian University, Lubbock, TX

Midwestern State University, Wichita Falls, TX

Oklahoma Christian University, Edmond, OK

St. Edwards University, Austin, TX

St. Mary's University, San Antonio, TX

Sul Ross State University, Alpine, TX

Texas A&M University International, Laredo, TX

Texas A&M Kingsville, Kingsville, TX

Texas Woman's University, Denton, TX

University of Texas at Dallas, Dallas, TX

University of Texas at Permian Basin, Odessa, TX

University of Texas at Tyler, Tyler, TX

West Texas A&M University, Canyon TX

Western New Mexico University, Silver City, NM

\$25,000 Corporate Partnership Package

2 :60 web commercials during all livestreamed home events

These commercials would promote Alpine to viewers not physically attending the games

2 :30 PA announcements during all home events

These announcements would promote Alpine to in-person attendees. These could change each week to reflect upcoming city events or remain static throughout the year.

Website banner on srlobos.com

This banner would link to the webpage of your choice and could be updated as requested by the sponsor.

Permanent signage at all athletic venues

This would include prominent logo displays at all venues including banners and/or scoreboard signage.

2 :60 videoboard commercials at home volleyball and basketball games

These could be updated throughout the year to reflect specific upcoming events or promote general tourism.

Prominent space in the visitor's guide

This guide is sent to all incoming teams that includes hotel and restaurant information.

SRSU Flags to fly at local businesses (estimated \$2,500)

Schedule Poster for all sports (estimated \$1,000)

SRSU Home Athletic Events by Sport for 26-27 season

Date	Sport
27-Aug	Women's Soccer
29-Aug	Women's Soccer
29-Aug	Football
5-Sep	Football
12-Sep	Women's Soccer
16-Sep	Women's Soccer
18-Sep	Volleyball
19-Sep	Football
19-Sep	Volleyball
26-Sep	Women's Soccer
26-Sep	Men's Soccer
2-Oct	Volleyball
3-Oct	Volleyball
3-Oct	Men's Soccer
3-Oct	Football
7-Oct	Women's Soccer
7-Oct	Men's Soccer
14-Oct	Men's Soccer
17-Oct	Football
17-Oct	Women's Soccer
21-Oct	Women's Soccer
23-Oct	Volleyball
24-Oct	Men's Soccer
27-Oct	Women's Soccer
31-Oct	Volleyball
31-Oct	Football
6-Nov	Volleyball
7-Nov	Volleyball
14-Nov	Football
19-Nov	Women's Basketball
28-Nov	Men's Basketball
3-Dec	Men's Basketball
3-Dec	Women's Basketball
5-Dec	Men's Basketball
5-Dec	Women's Basketball
7-Jan	Men's Basketball
7-Jan	Women's Basketball
9-Jan	Men's Basketball
9-Jan	Women's Basketball
19-Jan	Men's Basketball
19-Jan	Women's Basketball
21-Jan	Men's Basketball

21-Jan Women's Basketball
4-Feb Men's Basketball
4-Feb Women's Basketball
6-Feb Men's Basketball
6-Feb Women's Basketball
6-Feb Baseball
7-Feb Baseball
8-Feb Baseball
20-Feb Baseball
21-Feb Baseball
22-Feb Baseball
25-Feb Men's Basketball
25-Feb Women's Basketball
26-Feb Softball
27-Feb Men's Basketball
27-Feb Women's Basketball
28-Feb Softball
6-Mar Baseball
7-Mar Baseball
8-Mar Baseball
19-Mar Softball
20-Mar Baseball
21-Mar Baseball
21-Mar Softball
22-Mar Baseball
2-Apr Softball
2-Apr Baseball
3-Apr Baseball
4-Apr Baseball
16-Apr Softball
18-Apr Softball
24-Apr Baseball
25-Apr Baseball
25-Apr Softball
26-Apr Baseball
7-May Softball
9-May Softball

The following is a breakdown of hotel usage for visiting teams, these numbers do not include rooms utilized by parents and incoming fans that total over 3,000 per year who stay multiple nights each time.

Football: 6 home games a year with 50 rooms per night for 1 night total = 300 total rooms

Volleyball: 10 home games a year with 11 rooms per night for 1 night total = 110 total rooms

Men's Soccer: 7 home games a year with 12 rooms per night for 1 night total = 84 total rooms

Women's Soccer: 10 home games a year with 9 rooms per night for 1 night total = 90 total rooms

Men's Basketball: 14 home games a year with 8 rooms per night for 1 night total = 112 total rooms

Women's Basketball: 14 home games a year with 8 rooms per night for 1 night total = 112 total rooms

Baseball: 28 home games a year with 17 rooms per night for 3 nights total = 357 total rooms

Softball: 28 home games a year with 12 rooms per night for 1 night total = 168 total rooms

Men's Tennis: 6 home matches a year with 6 rooms per night for 1 night total = 36 total rooms

Women's Tennis: 6 home matches a year with 6 rooms per night for 1 night total = 36 total rooms

Total rooms for a year by athletics = 1,405



RECEIVED
City of Alpine, Texas

APR 16 2026

OFFICE OF THE CITY SECRETARY

BY:  2:16pm

April 16, 2026

Chris Ruggia, City of Alpine Tourism Director
HOT Grants Committee
100 N. 13th Street
Alpine, TX 79830

Dear Chris and Committee Members,

I'm including the requested information in order to be considered for HOT funds for a 2027 event (Viva Big Bend).

Viva Big Bend will have its 16th event in 2027. There are a couple other events which also fill rooms to capacity, but Viva Big Bend happens over five days and nights (twice as long as Alpine's other major events) and should have the largest positive impact for an event to Alpine's HOT fund each year. Attendees come from across the country and even from foreign countries to experience the premier music festival in far West Texas. We showcase musicians from many music genres including rock, blues, Latin, country, soul, Americana and more, and have brought in more than 650 acts in our first 15 years (up-and-comers, local bands and Grammy-award winners).

Alpine is key to the success of Viva Big Bend and is always promoted extensively with our efforts. Alpine offers important infrastructure (hotels, restaurants, music venues) to support an event of this size. **We are asking for \$35,000 total (outlined in the application).**

Event/Program Permit Application

See attachment. (Exhibit A)

Total event budget

See Exhibit B

Proposed Marketing Plan for Funded Event

With the event approximately a year away, the marketing plan could be adjusted. However, we typically:

- Deliver email and print mailings to prior attendees
- Print an official program
- Promote extensively online through Viva's website and social media (Facebook, Instagram and Twitter)
- Partner with the performing artists, venues and city tourism entities for additional social media promotion

- Radio promotion through Marfa Public Radio and KALP
- Send press release to media outlets, particularly Midland/Odessa and statewide outlets
- Run ads in several regional/statewide publications
- Promote through *Texas Music* magazine, particularly online
- Distribute posters, postcards and additional signage in area hotels and events statewide
- Work with a PR representative who has helped us receive numerous editorial stories (TV and print)
- Put up street banners in Alpine two weeks before the event

Marketing for 2027

We've been more aggressive about our advertising in the last couple years. We have a lot of repeat visitors for Viva Big Bend, however we are pushing for more (and new) attendees. New venues have come on board so we have extra capacity for ticket holders. Plus, lodging options are increasing, so more visitors can come in town. We are increasing our advertising to reach potential new attendees. Therefore, our budget shows a continued focus on digital advertising (social media, sponsored content, SEO, ad targeting via searches, etc.). We rebranded the event in the last couple years with a new logo and website and this is an ideal time to have additional marketing dollars.

Schedule of Activities or Events Relating to the Funded Project

See attachment for the schedule from 2025 (**Exhibit C**) – the 2026 schedule isn't ready yet, so this is the most recent schedule we have available. The Official Program is printed on a very large sheet of paper, which folds up to a pocket-sized guide. As you'll see there are many music-related activities happening at various venues. Over the years, we've had events at the following Alpine locations: Holland Hotel, Granada Theatre, The Ritchey, Railroad Blues, Reata Restaurant, Murphy Street, Spicewood Restaurant, Old Gringo/Amigo, Galeria Sibley, Come and Take It BBQ, Ole Crystal Bar, 5th Street Gallery, Big Bend Saddlery, TexPop Alpine, Kokernot Field, Kishmish Plaza, Skelton's Runway, TransPecos Guitars and Plaine. Because of its central location in the region and venue/hotel capacity, a large number of shows (and hotel visitors) are expected to be based in Alpine.

Surveys and tabulations from prior event

I've put the results of our survey in an attachment to this application (**Exhibit D**).

I've also included a sheet showing the impact of Viva Big Bend (**Exhibit E**).

And a page showing some of the media outlets which have covered the festival (**Exhibit F**).

Exhibit G is our 2025 report which was originally submitted in August 2025.

Thank you for your time and consideration.

Sincerely,

Stewart C. Ramser

Stewart C. Ramser, Viva Big Bend
PO Box 390, Alpine, TX 79831
stewart@vivabigbend.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 14, 2026

Name of Organization: Viva Big Bend

Address: PO Box 390

City, State, Zip: Alpine, TX 79830

Contact Name: Stewart Ramser

Contact Email Address: stewart@vivabigbend.com

Contact Phone Number: 512-626-7324

Web Site Address for Event or Sponsoring Entity: www.vivabigbend.com

Is your organization: Non-Profit: _____ Private/For Profit: X

Tax ID#: 82-713 2461 Entity's Creation Date: 2012

Name of Event or Project: Viva Big Bend

Date of Event or Project: July 29-August 1, 2027

Primary Location of Event or Project: multiple locations in Alpine and throughout region

Amount Requested: \$35,000

How will the funds be used: artist fees/lodging, sound production, advertising, shuttle buses

Brief Description of Funded Activity/Facility: _____

Promote approximately 60 concerts, kids' show and other events. See attached

schedule for the scope of the festival in 2025 (the 2026 schedule isn't set yet).

Percentage of Hotel Tax Support of Related Costs:

<20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 2027 will be the 16th event!

Expected Attendance: 10,000 over 5 days

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,300 x 3.7 nights (approximately 650+ rooms with approximately 2+ people per room)

How many nights will they stay: 3 to 4 nights on average

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We don't reserve room blocks, but rather let them fill up on their own at full rate.

How will you measure the impact of your event on area hotel activity? _____

We monitor hotel occupancy (by calling) throughout the time leading up to the event. Due to the incredibly high demand, attendees can have trouble finding lodging, and we want to route them to hotels with availability. By the time of the event, rooms are very scarce. We aim for 100% occupancy during Viva Big Bend.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Fort Davis Chamber of Commerce, Visit Big Bend, City of Marfa, City of Presidio, BBT, Big Bend Regional Medical Center, Marathon Chamber of Commerce, Holland Hotel and more.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 20,000
- Newspaper \$ 1,500 Radio \$ _____ TV \$ _____
- Press Releases to Media \$ 500
- Direct Mailing to out of town recipients \$ 500
- Digital or Social Media \$ 7,500 Other \$ 10,000

What cities/regions/demographics will you reach with your advertising and promotions?

Although we focus on Texas with our promotions, especially the major markets, we also reach across the United States and beyond with our digital presence. We'd like to continue expanding that in 2026.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Approximately 1 million+ with all our promotions

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 19,000
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 15,000
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ 1,000

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available) [Exhibit B](#)
- Proposed Marketing Plan for Funded Event (sample marketing plan available) [refer to intro letter](#)
- Schedule of Activities or Events Relating to the Funded Project [Exhibit C](#)
- Estimated attendance and economic impact (primarily hotel stays) from prior event [refer to application and Exhibit E](#)
- Event Report – *if grant funds were received for the previous year* [Exhibit G](#)
- Surveys and tabulations from prior event – *if available* [collected online](#)
- Event/Program Permit Application – *if applicable* [n/a](#)

EXHIBIT B

Revenue

Sponsorships and donations	\$60,000	
Ticket sales	\$74,000	**
Booth sales	\$0	
Beverage sales	\$0	
Food sales	\$0	
Merchandise sales	\$7,000	
Total (not including Alpine)	\$141,000	

Event Expenses

Civic Center Rental	\$0
Advertising	\$20,000
<i>print, radio, social, website, etc</i>	
Arts (music talent)	\$115,000
Restoration and preservation	\$0
Sporting event	\$0
Transportation	\$1,500
Labor (production/staff)	\$26,000
Supplies	\$1,400
Equipment (rental)	\$3,500
Sanitation	\$0
Utilities	\$0
Beverages	\$2,000
Food	\$2,100
Merchandise	\$4,000
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Police escort	\$0
Trash receptacles	\$0
Other	\$0
Total	\$175,500

Support requested:

Civic center rental	\$0	
Advertising	\$19,000	
Arts	\$15,000	<i>(if we're not awarded the full amount in this category part of it could be moved to advertising)</i>
Resoration or preservation	\$0	
Sporting event	\$0	
Transportation	\$1,000	
Total HOT fund request	\$35,000	

Support request: In-kind by CoA Employees/Equipment

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
Total in-kind request	\$0

Summary

Total event expenses	\$175,500
Event revenue	\$141,000
HOT fund total	\$35,000
In-kind total	\$0
Total revenue	\$176,000

% of HOT funds to Total Event Expenses	19.9%
% of In-kind to TEE	0
Total % of HOT & In-kind to TEE	19.9%

Ticket sales fluctuate quite a bit from year to year, so this is a rough estimate, but it is the number that we use to set our budget.

MARFA



1 THE POOL MARFA
At the Hotel St. George
100 S. Highland St.
ourpoolmarfa.com



2 PLANET MARFA
200 S. Abbot St.
planetmarfa.com



3 CIBOLO CREEK RANCH
97130 US Hwy 67
cibolocreekranch.com

PRESIDIO



4 PRESIDIO AQUATIC CENTER
700 E. 9th St
presidiobtc.com

MARATHON



DESERT GHOST DISTILLING CO.
203 W. 1st St.
desertghostdistilling.com



5 RITCHEY BROS.
8 W. 1st St.
(across tracks from Cigar Hotel)
gogghotel.com

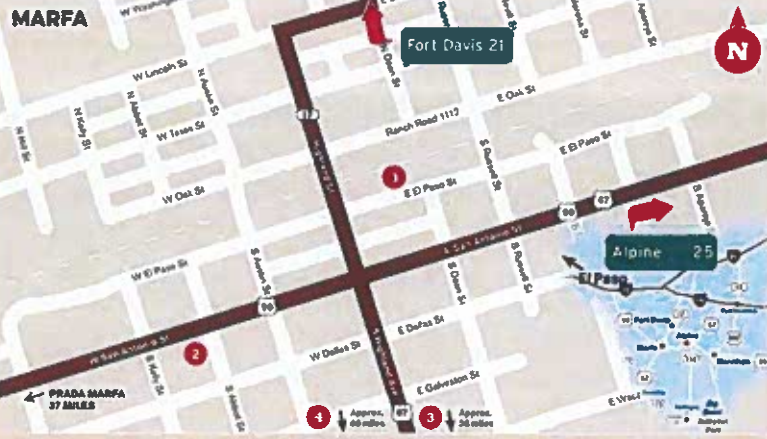
FORT DAVIS



KELLY PAVILION
Across the street from the courthouse and behind the library
kellypav.com



THE RENDEZVOUS
105 W. 3rd St.
(432) 426-0096



ALPINE



6 ALPINE VISITOR CENTER
500 N. 2nd St.
www.alpinevis.com



7 AMIGO @ ALPINE CITY PLACE
101 W. 4th St.
alpinemusic.com



8 5TH STREET GALLERY
110 N. 5th St.
5thstreetgallery.com



9 GRANADA THEATRE
207 S. Holland Ave.
granadatheatre.com



10 HOLLAND HOTEL
204 E. Holland Ave.
hollandhotelmarfa.com



11 RAILROAD BLUES
104 W. 1st St.
railroadblues.com



12 THE RITCHEY
102 E. 1st St.
theritchey.com



13 SKELTON'S RUNWAY
300 S. Colburn St.
skeltonrunway.com

TERLINGUA

STARLIGHT THEATRE
631 Hwy 67
starlighttheatre.com



SEE MYSTERY LIGHTS

art • culture • history • mystery • land • sky

MARFA is an oasis in the Chihuahuan Desert. You'll find colorful textures, star-filled nights, groundbreaking large-scale art installations, and small art studios. Taste the flavors of local fare in regional restaurants and funky food trucks. Enjoy your favorite drinks during our

GET TO KNOW MARFA

visitmarfa.com 432-725-8772

THANK YOU TO ALL THE SPONSORS OF VIVA BIG BEND 2025

ADDITIONAL SUPPORT PROVIDED BY:
LA BORDO, SHANE O'NEAL AND DEBORACH BOWEN

VIVA BIG BEND

ALPINE • FORT DAVIS • MARATHON • MARFA • PRESIDIO • TERLINGUA

JULY 23-27, 2025 OFFICIAL GUIDE

VIVA BIG BEND MERCHANDISE

AVAILABLE AT THE HOLLAND HOTEL BOX OFFICE DURING THE EVENT

FREQUENTLY ASKED QUESTIONS

HOW CAN I ATTEND?
Festival passes (good for all nights) are available at vivabigbend.com or at the box office during the event.

WHAT ARE THE BOX OFFICE HOURS AND LOCATIONS?
Wednesday, July 23 at Holland Hotel (Alpine) 9 a.m. - 2 p.m.
Thursday, July 24 at Holland Hotel (Alpine) 10 a.m. - 10 p.m.
Friday, July 25 at Planet Marfa (Marfa) 9 a.m. - 11 p.m.
Saturday, July 26 at Holland Hotel (Alpine) 10 a.m. - 10 p.m.
Sunday, July 27 at Planet Marfa (Marfa) 10 a.m. - 11 p.m.
Saturday, July 26 at Holland Hotel (Alpine) 2 p.m. - 5 p.m.

DOES MY WINE/BEER GUARANTEE ADMISSION TO ALL SHOWS?
Venues have varying capacity restrictions. We should be able to accommodate everyone, but if the capacity limit is reached, it's one out, one in.

HOW CAN I LEARN MORE ABOUT THE AREA?
Go to: www.visitmarfa.com, www.visitalpine.com, www.visitfortdavis.com, www.visitmarathon.com, www.visitpresidio.com, www.visitterlingua.com, www.visitmarfa.com, www.visitalpine.com, www.visitfortdavis.com, www.visitmarathon.com, www.visitpresidio.com, www.visitterlingua.com

WHAT ELSE CAN I GET WITH MY VIVA BIG BEND WINE/BEER?
How about some specials at local businesses? Follow Facebook/Instagram for up-to-date discounts.
Cedar Coffee & Supply (103 N. 4th Alpine) - \$4 cold brew, \$1.12 oz. house coffee
Free admission to the Alpine Cowboys game at Kolman Field on Thursday, 7/24.

SHUTTLE BUSES DON'T DRINK AND DRIVE!

Thursday Shuttle Schedule
7:30 p.m. leave Holland Hotel (Alpine) for Marfa
8:30 p.m. leave Planet Marfa for Alpine
LAST TRIP TO MARFA 11 p.m. leave Holland Hotel (Alpine) for Marfa
LAST TRIP TO ALPINE 12 a.m. leave Planet Marfa for Alpine

Friday Shuttle Schedule
10:30 a.m. depart Holland Hotel (Alpine) for Marathon
11:30 a.m. depart Holland Hotel (Alpine) for Alpine
4:15 p.m. depart Holland Hotel (Alpine) for Marfa
5:15 p.m. depart Planet Marfa for Alpine (stop at The Pool Marfa-Hotel St. George)
7 p.m. depart Holland Hotel (Alpine) for Marfa
8 p.m. depart Planet Marfa for Alpine (stop at The Pool Marfa-Hotel St. George)
9 p.m. depart Holland Hotel (Alpine) for Marfa
10 p.m. depart Planet Marfa for Alpine (stop at The Pool Marfa-Hotel St. George)
LAST TRIP TO MARFA 11 p.m. depart Holland Hotel (Alpine) for Marfa
LAST TRIP TO ALPINE 12 a.m. depart Planet Marfa for Alpine (stop at The Pool Marfa-Hotel St. George)

Saturday Shuttle Schedule
11:30 a.m. depart Holland Hotel (Alpine) for Fort Davis
12:30 p.m. depart Kelly Pavilion (Fort Davis) for Alpine
5:30 p.m. depart Holland Hotel (Alpine) for Fort Davis
6:30 p.m. depart Kelly Pavilion (Fort Davis) for Alpine
8 p.m. depart Holland Hotel (Alpine) for Marfa
9 p.m. depart Planet Marfa for Alpine
10 p.m. depart Holland Hotel (Alpine) for Marfa
11 p.m. depart Planet Marfa for Alpine (stop at The Pool Marfa-Hotel St. George)
LAST TRIP TO MARFA 12 a.m. depart Holland Hotel (Alpine) for Marfa
LAST TRIP TO ALPINE 12:45 a.m. depart Planet Marfa for Alpine

VIVA BIG BEND Courtesy Shuttle

Complimentary shuttles for those working VIVA Big Bend weekdays will run Thursday-Saturday. Wait outside of the venue at the hotel departure time to catch the shuttle.

FOR UPDATES DURING VIVA BIG BEND
Like us on Facebook.com/vivabigbend Follow us on @vivabigbend

EXHIBIT D

Attendee Information

Based on more than 500 surveys at 2023, 2024 and 2025 festivals
(paper and email surveys)

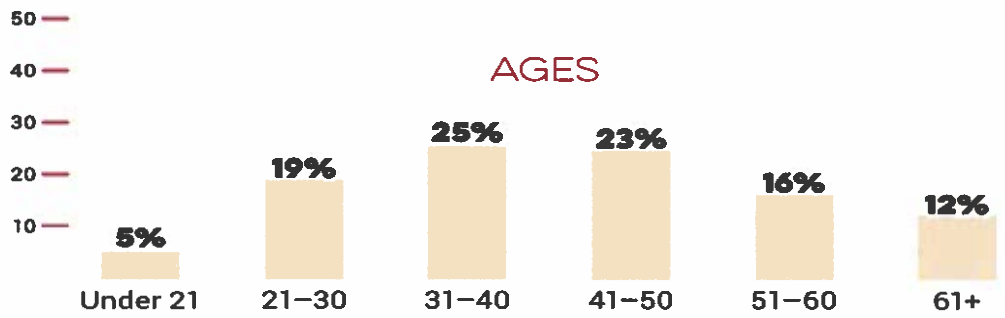


Key Markets Inside Texas

- Austin
- D/FW
- Houston
- Midland/Odessa
- El Paso

Out-of-State Visitors 2025 (partial list)

- Arizona
- California
- Colorado
- Florida
- Louisiana
- New Mexico
- New York
- North Carolina
- Oklahoma
- Oregon
- Tennessee



Out-of-towners who stayed
in Alpine
68%

First-timers
to the area
20%

Plan on
returning
97%



Impact



Hotel Occupancy

- Approximately 650 rooms in Alpine
- Average cost per room, per night: \$165
- 7% hotel occupancy tax
- Average stay per attendee: 3.7 nights
- 100% occupancy (4 nights) yields \$30,030
- 90% occupancy yields \$27,027

Visitor Expenditure: \$1,230*

Estimated Direct Economic Impact: approx. \$2.2 million

Benefits

- Long-term sustainability of VBB venues/businesses
- New business development
- Indirect expenditures

Direct, Indirect, Induced: Over \$3.1 million (estimate)

City of Alpine H.O.T. Contribution: \$35,000

*** Based on survey of 2024 and 2025 festival attendees**



EXHIBIT F

Media Coverage

Texas Music magazine
 Texas Highways
 Austin American-Statesman
 Odessa American
 Midland Reporter-Telegram
 El Paso Times

KOSA (CBS 7)
 KWES (NewsWest 9)
 KMID (Local 2 News)
 Alpine Avalanche
 Big Bend Gazette
 Big Bend Sentinel

KMID (Midland TV)



Odessa American



Texas Music magazine

2025 Viva Big Bend recap

The 14th annual Viva Big Bend (July 23-27, 2025) was a huge success. We had 22 venues involved across six communities, and as always, there was a huge presence in Alpine (33 concerts!). There were 12 venues in Alpine – more than ever before. Shows in Alpine included:

Railroad Blues (12 shows)
The Ritchey (5 shows)
Holland Hotel (3 shows)
Amigo (2 shows)
Granada Theatre (2 shows)
Skelton's Runway (2 shows)
Alpine Visitor Center (2 shows)
5th Street Gallery (1 show)
Lucia (1 show)
TexPop Alpine (1 show)
Big Bend Saddlery (1 show)
Murphy Street (1 show)

We attracted music fans from across the state of Texas (especially Austin, D/FW and Houston) and beyond (people from at least a dozen states attended). More than 12,000 attended over 5 days.

In the last couple years our advertising has been significantly expanded compared to prior years. We did our outreach to existing audience, prior ticket holders, etc. In 2025, we had a larger social media presence and a strong push in Austin, through the help of a partnership with KUT radio.

Stewart C. Ramser

Stewart Ramser
Producer, Viva Big Bend
www.vivabigbend.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4-16-2026

Name of Organization: Big Bend Community Baseball & Softball Inc dba Alpine Cowboys

Address: 301 N. 5th

City, State, Zip: Alpine, TX 79830

Contact Name: Kristin Cavness

Contact Email Address: kristin@ellysonabstract.com

Contact Phone Number: 432-386-3402

Web Site Address for Event or Sponsoring Entity: alpine.pecosleague.com

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: 24-371 4669 Entity's Creation Date: 2011

Name of Event or Project: Alpine Cowboys Baseball

Date of Event or Project: mid-May through July

Primary Location of Event or Project: Kokernot Field

Amount Requested: \$40,000

How will the funds be used: Funds will be used to promote the Alpine Cowboys throughout the region and beyond and to encourage fans to come to Alpine for the games.

Brief Description of Funded Activity/Facility: _____

Professional baseball team playing in the Pecos League. Home games at Kokernot Field.

RECEIVED
City of Alpine, Texas

APR 16 2026

OFFICE OF THE CITY SECRETARY

BY:  2:15pm

Percentage of Hotel Tax Support of Related Costs:

<20% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: the Alpine Cowboys were founded in 1946

Expected Attendance: 10,000+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 1,500

How many nights will they stay: 2 to 4 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes, visiting teams are given rooms reserved by Cowboys at \$2,000 per series (for families, 30 players, coaches and support staff). We play about 30 home games (approx. 10 series). Approx. \$20,000 per season. Fans rent additional rooms.

How will you measure the impact of your event on area hotel activity? surveys and personal interviews

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: sponsors vary per year including True Value, Brick Vault, Amigo, Visit Big Bend, WTG

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 20,000
- Newspaper \$ 1,000 Radio \$ _____ TV \$ 5,000
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 1,800 Other \$ 12,200

What cities/regions/demographics will you reach with your advertising and promotions? West Texas and New Mexico, and a wider audience through the website and social media.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? approximately 350,000

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 15,000
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ 10,000 (to be used on field restoration)
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ 15,000 (umpires, baseballs, clay)

How many individuals are expected to participate? 1,650 players, coaches, support staff

How many of the participants are expected to be from another city or county? 1,000

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 1,000

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available) Exhibit A
- Proposed Marketing Plan for Funded Event (sample marketing plan available) EXHIBIT B
- Schedule of Activities or Events Relating to the Funded Project EXHIBIT C
- Estimated attendance and economic impact (primarily hotel stays) from prior event EXHIBIT D
- Event Report – *if grant funds were received for the previous year* EXHIBIT E
- Surveys and tabulations from prior event – *if available* n/a
- Event/Program Permit Application – *if applicable* n/a

EXHIBIT A

Revenue

Sponsorships and donations	\$50,000
Ticket sales	\$55,000
Beverage sales	\$45,000
Food sales	\$27,500
Merchandise sales	\$16,000
Total (not including Alpine)	\$193,500

Event Expenses

RENT or LEASE	\$1,000
Advertising <i>print, radio, social, website, etc</i>	\$20,000
Arts (music talent)	\$0
Restoration and preservation	\$17,500
Sporting event	\$45,000
Transportation	\$27,000
Labor (production/staff)	
Supplies	\$3,500
Equipment (rental)	\$4,000
Sanitation	\$0
Utilities	\$0
Beverages	\$24,300
Food	\$14,400
Merchandise	\$18,000
Security	\$0
Closing of street/barricades	\$0
Lighting	\$0
Trash receptacles	\$0
Other	\$42,000
Total	\$216,700

Support requested:

Civic center rental	\$0
Advertising	\$15,000
Arts	\$0
Restoration or preservation	\$10,000
Sporting event	\$15,000
Transportation	\$0
Total HOT fund request	\$40,000

Support request: In-kind by CoA Employees/Equipment

Closing of street/barricades	\$0
Police escort	\$0
Trash receptacles	\$0
Utilities	\$0
Labor	\$0
Other	\$0
Total in-kind request	\$0

Summary

Total event expenses	\$216,700
Event revenue	\$193,500
HOT fund total	\$40,000
In-kind total	\$0
Total revenue	\$233,500

% of HOT funds to Total Event Expenses	18.5%
% of In-kind to TEE	0
Total % of HOT & In-kind to TEE	18.5%

EXHIBIT B

2027 HOT funds plan:

5,000	cable
	\$1000 NewsWest9 (May)
	\$3000 KOSA (May schedule)
	\$1300 (June/early July schedule -- KOSA)
3,200	Big Bend & Texas Mountains Travel Guide
1,500	Full year schedule posters, pocket-sized schedules
1,000	Fort Stockton paper
1,250	Texas Rangers program
3,050	Miscellaneous advertising – social media, other advertising-related expenses
10,000	historical – restoration of field (see notes in application)
15,000	sporting – baseballs, umpires, other sporting-related expenses
40,000	

\$

EXHIBIT C

This is the 2025 schedule. The 2026 poster isn't available yet.

Cowboys ALPINE

2024 PECOS LEAGUE CHAMPIONS

2012 CHAMPS

2019 CHAMPS

2025 SCHEDULE

JUNE							JULY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
MAY 25	MAY 26	MAY 27	Peasbills 6:30pm	Peasbills 7:30pm	Peasbills 8:30pm	Peasbills 9:30pm	JUN 29	JUN 30	Peasbills 6:30pm	Peasbills 7:30pm	Peasbills 8:30pm	Peasbills 9:30pm	
1	2	3	4	5	6	7	8	9	10	11	12		
13	14	15	16	17	18	19	20	21	22	23	24		
22	23	24	25	26	27	28	29	30	31				

HOME GAME
 AWAY GAME
 HOME DN

Home games (11M PEST) are played at Ebelene Field, 400 Loop Road • Alpine, TX 79830

ALPINE.PECOSLEAGUE.COM

FOLLOW US ON

Search Alpine Cowboys Pro Baseball Club

BOUT OKERHOT FELD

Home Field has been called "The Yankee Stadium of our" by some monthly magazines, as well as being a such landmark. An estimated 6,000 spectators a 1975 Million featuring Lombard Field's St. Louis Browns versus a Chicago White Sox. Future Major League teams such as England Perry also played at Ebelene Field. The plan was constructed in 1947 by Big Sam Hagan number about Lee Robinson Jr. for his semi-professional baseball team. But day for the field was backed as by owner from eagle. These times quarter from the Ebelene Ranch a road to renamed the outfield wall and grandstand. The current field "16" brand was incorporated into numerous caption throughout the stadium along with historic artwork of baseballs complete with printed details. A Alpine Cowboys are a 501(c)3 Non-Profit team playing in Pecos League.

THANK YOU TO THE SPONSORS OF ALPINE COWBOYS BASEBALL

GRAND SLAM SPONSORS

- Alpine Fitness
- Angels Sports Bar
- Bro's Yaub
- Galaxy Creek Cattle Co
- Marrison's True Value Hardware
- TruMetal & Steel Components
- Visit Big Bend

2025 SCHEDULE

ALPINE.PECOSLEAGUE.COM

FOLLOW US ON

©2024 Alpine Cowboys Pro Baseball Club

2025 SEASON

ALPINE.PECOSLEAGUE.COM

JUNE							JULY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
MAY 25	MAY 26	MAY 27	Peasbills 6:30pm	Peasbills 7:30pm	Peasbills 8:30pm	Peasbills 9:30pm	JUN 29	JUN 30	Peasbills 6:30pm	Peasbills 7:30pm	Peasbills 8:30pm	Peasbills 9:30pm	
1	2	3	4	5	6	7	8	9	10	11	12		
13	14	15	16	17	18	19	20	21	22	23	24		
22	23	24	25	26	27	28	29	30	31				

HOME GAME
 AWAY GAME
 HOME DN

Home games (11M PEST) are played at Ebelene Field, 400 Loop Road • Alpine, TX 79830

EXHIBIT D

Estimated attendance and economic impact (primarily hotel stays) from prior event

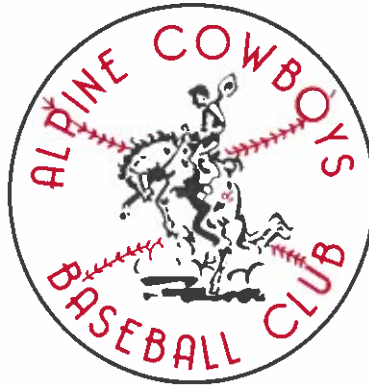
Based on tickets sold, at least 10,000 people attend the 30+ home games each season. Ticket counts for each game are kept manually.

Approx. 1,500 stay in hotel/motel rooms. Given that some people are together, there's an estimated 1000 rooms involved. This includes the opposing team.

Staying on average 3 nights at \$150/room, the total lodging purchases are \$450,000.

Estimated direct economic impact is greater than \$1.25 million

EXHIBIT E



The 2025 Alpine Cowboys season was a big success. Attendance was record high and people from all over came to games, including families from all the visiting teams. We estimated on average about 300 visitors per game. We advertised through our website and social media and ads through outside media sources. During the 2026 season we will host approx. 30 home games and strive to host both playoffs and Championship. We hope to have as good a season in 2026.

GM

Kristin Cavness

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 10, 2026

Name of Organization: Borderlands Research Institute

Address: Turner Range Animal Science Center, Sul Ross State University,

City, State, Zip: Alpine, Texas, 79830

RECEIVED
City of Alpine, Texas

Contact Name: Bill Adams

APR 17 2026

Contact Email Address: Bill.Adams@sulross.edu

~~OFFICE OF THE CITY SECRETARY~~

Contact Phone Number: (432) 837-8904

BY:  8:18 am

Web Site Address for Event or Sponsoring Entity: https://visitalpinetx.com/wildlife/

Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 746000027 Entity's Creation Date: 2007

Name of Event or Project: Alpine Wildlife Weekend 2026

Date of Event or Project: January 30-February 1, 2026

Primary Location of Event or Project: Museum of the Big Bend / Granada Theatre

Amount Requested: \$6,000

How will the funds be used: Advertising, Speaker travel and lodging

Brief Description of Funded Activity/Facility: Celebration of Wildlife species in the Big Bend and Texas, including presentations on wildlife documentary filmmaking and the latest wildlife research, family activities, wildlife photography / art workshops and demonstrations, wildlife-themed specials at downtown businesses, guided hikes, guided birding walks and more.

Percentage of Hotel Tax Support of Related Costs:

43% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: Three

Expected Attendance: 300

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 150

How many nights will they stay: 2 to 3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not yet. We intend to arrange for a host hotel to offer a discount code and a promotional contest giveaway with free lodging.

How will you measure the impact of your event on area hotel activity? We will request a report from our host hotel of usage of the discount code. Additionally, we will capture zip codes for a reasonable sample of attendees to determine how many are from out of the area.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Dixon Water Foundation, Texas Ornithological Society, Texas Parks & Wildlife, Big Bend Conservancy, Trans-Pecos Bird Conservation, Holland Hotel, Granada Theatre

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ \$4,500
- Newspaper \$ _____ Radio _____ TV \$ _____
- \$ Press Releases to Media \$ 0.00
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 1,500 Other \$ 3,000 - Magazine advertising

What cities/regions/demographics will you reach with your advertising and promotions? Statewide (through TPW magazine), across Texas and New Mexico (social media ads), wildlife professionals and enthusiasts (through partner communications)

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500,000+ (see event report and marketing plan)

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 4,500 _____
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 1,500 _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

ALPINE WILDLIFE WEEKEND 2026 REQUIRED ATTACHMENTS

PRELIMINARY BUDGET

Revenue		Expenses	
\$1,600	Borderlands Research Institute	\$300	Museum of the Big Bend rental
\$500	Dixon Water Foundation	\$1,500	Granada Theatre rental
\$1,500	Granada Theatre	\$1,500	Catering
\$600	Holland Hotel	\$600	Contest Prize (event lodging)
\$650	Other Partners/Sponsors	\$240	Brochure printing
\$6,000	City of Alpine HOT grant	\$700	Door Prizes, Awards
		\$3,000	TPW magazine ad
		\$1,500	Meta social media ads
		\$1,500	Speaker travel & lodging
\$10,850 TOTAL		\$10,850 TOTAL	

PROPOSED MARKETING PLAN

Event Web Page

The event web page is hosted at visitalpinetx.com/wildlife. Basic event dates and overview would be posted by July 2025, with details added as plans finalize leading up to the event.

Contest – Lodging Giveaway

The Holland Hotel donated a three-night stay in 2025 as a promotional partnership. We would hopefully repeat this arrangement while adding a hotel discount code, launching the contest in mid-October, then announcing the winner in mid-November and offering the discount code to all of the contest participants.

Conservation Partners

A key part of Wildlife Weekend is the participation of a range of partner organizations, and there is a strong growth opportunity with this event’s promotions in enlisting the partners to

actively promote the Wildlife Weekend to their audiences through their own email newsletters, social media and print newsletters.

We would encourage all partners to announce the event in August, share the free lodging giveaway in mid-October, and then share general event information in early December.

Texas Parks & Wildlife magazine

Full page ad, November 2025 issue: \$3,000

Since Texas Parks & Wildlife is a Wildlife Weekend program partner, we hope to be able to solicit a cost-share co-op for part of the cost of this ad (or possibly an additional no-cost full page ad in the December issue). Artwork for the November issue will be due in September.

Social Media Advertising

Two \$750 ad campaigns on Facebook and Instagram: \$1,500 total

The ad algorithms perform best in finding interested audiences when the campaigns run for at least three weeks.

The first campaign will promote the lodging giveaway from mid-October until the contest deadline in mid-November.

The second campaign will promote the event generally and run from December 1 through the end of January.

Social Media Organic Posts

Visit Alpine and Borderlands Research Institute will both share details on the lodging giveaway contest and the event in general, and provide suggested post graphics and text to partners with a request that they share as well.

Email Promotions

Visit Alpine's email newsletter as well as Borderlands Research Institute (and any willing partner organizations) will send emails promoting the lodging giveaway contest in mid-October, announcing the winner and sharing the hotel discount code in mid-November, and then generally promoting the event in December.

Press Releases

Regional TV, newspapers and radio (Midland, Odessa, El Paso, San Angelo, Lubbock)

Local news media (newspapers, radio)

Local Radio

KVLF/KALP interviews (2nd Cup of Coffee morning show & Heart of the Big Bend podcast)
Marfa Public Radio Public Service Announcements

Posters

Distributed throughout Alpine – 1 month prior to event

SCHEDULE OF ACTIVITIES

The schedule below is updated from the 2025 event and is subject to change as plans develop.

FRIDAY, JANUARY 30, 2026

6:00pm – Welcome Reception at Museum of the Big Bend

Introduce conservation partners to the public with brief presentations of the latest research updates on Black Bears, Bats and Bighorn Sheep.

SATURDAY, JANUARY 31, 2026

9:00am – Guided Hike on Hancock Hill

9:00am – Birding Walk at Kokernot Park

9:00am – Wildlife Expo at Alpine Farmers Market

Family activities and information exhibits.

12:00pm – Lunch and Learn at Granada Theatre

BRI graduate assistants give 5-minute reports on their research projects

1:00pm – 5-Minute Animal Drawings at Front Street Books

Live art-making! Visitors can sign up to request a drawing of the animal of their choice

5:00pm – Keynote Presentations at Granada Theatre

Exploring the working relationships between documentary filmmakers and wildlife research field projects

SUNDAY, FEBRUARY 1, 2026

10:00am – Guided Hike at Chihuahuan Desert Nature Center

2:00pm – Wildlife Photography Workshop

The event web page is hosted at visitalpinetx.com/wildlife. Basic event dates and overview would be posted by July 2025, with details added as plans finalize leading up to the event.

ALL WEEKEND

Wildlife-Themed Specials at Downtown Businesses

A map brochure of participating businesses will be distributed to attendees

ESTIMATED ATTENDANCE AND ECONOMIC IMPACT

ATTENDANCE information for the 2025 event is provided in the attached Event Report.

For 2026, we hope to engage more of our conservation partners to actively communicate about the event to their audiences (very strong interest-targeted promotion), as well as inviting more of their staff and students to participate in event programs (bringing more hotel stays from presenters).

ECONOMIC IMPACT

Hotels

We estimate that the 2025 Alpine Wildlife Weekend generated 200-300 room nights, from travelers and visiting presenters.

This is a fairly modest number, but is an increase from the 2024 event. We extended the event from one day to three, adding two more potential room nights per visitor.

We see our best opportunity for future growth in room nights to be in getting an earlier start on direct promotion to audiences with a strong wildlife interest (conservation professionals, academics, students, and enthusiast groups like Texas Master Naturalists).

Off-Season Traffic

January is Alpine's slowest month for visitation, and the event dates were selected explicitly to try to bring business to Alpine's hotels in an otherwise dead season.

Downtown Business Participation

Twelve downtown businesses participated in a program to offer wildlife-themed specials to event attendees. The program was promoted on the event web page as well as in a printed brochure that was distributed throughout the weekend.

Bread Garden Bakery
Bock Burger
Cedar Coffee & Supply
Vise Coffee
The Ritchey
Cow Dog
Joe Crow Coffee
Front Street Books
Big Bend Art Gallery
Wassermann's
Alcove Social
5th Street Gallery

Most of the participating businesses reported that visitors asked about their wildlife specials, and many of them saw an increase in revenue over previous weekends.

Examples:

- Joe Crow Coffee ran out of ingredients for their Bighorn-inspired coffee special.
- During the Lunch and Learn event at the Granada Theatre, Alcove Social sold four times their usual number of lunch items compared to previous Saturdays.
- Big Bend Art Gallery reported that their revenue for Saturday exceeded revenue for all of the previous month.

Promotional Reach

2025's advertising efforts reached approximately 500,000 people. Our promotional goal is to ensure that every wildlife enthusiast in the state of Texas (and into New Mexico) is aware of the Alpine Wildlife Weekend early enough to be able to plan a trip to attend.

Of course, only a tiny fraction of the people who learn about the event will invest in attending, but there is a benefit in casting the wide promotional net even if much of the ad audience does not attend the event.

- The awareness-building accomplished by the ads increases the odds of future attendance if they see the message again next year
- Including more general information in the promotions about Alpine as a nature travel destination can also help to drive future visits outside of the event dates, and also add to the effectiveness of Alpine's other advertising efforts if they should reach some of the same people



EVENT REPORT

Alpine Wildlife Weekend 2025

January 31-February 2, 2025 • Alpine, Texas

YEAR TWO HIGHLIGHTS:

3 DAYS

2024: 1 day

644 ATTENDEES COUNTED

Estimated 100% increase from 2024

11 EVENTS

2024: 5 events

9 PROGRAM PARTNERS

2024: 3 partners

550,000 REACHED

in awareness-building promotional campaigns

Estimated 260% increase from 2024

ATTENDANCE

For its second installment, the 2025 event was expanded to a full weekend, with 11+ different events and activities across three days, encouraging additional overnight stays.

All of the events during the weekend were very well attended. We recorded a total of 644 attendees during the weekend, though it is likely some of these individuals were counted at more than one event. Our limited sampling on local vs out of town visitors suggests that between 194 and 386 of those counted were from out of town. For next year's event, we plan to collect zip codes.

Reception and Film Screening: 115 attendees at Museum of the Big Bend

Hancock Hill Guided Hikes: 24 attendees

Kokernot Park Birding Walk: 14 attendees

Alpine Farmers Market: approximately 200 attendees, 12 partner exhibit tables at Alpine Visitor Center

Scavenger Hunt: 8 entries

Downtown Wildlife-themed Eats, Drinks & Treasures: 12 participating businesses, total attendees unknown

Lunch and Learn: 54 attendees at Granada Theatre

5-Minute Animal Drawings: 75 attendees at Front Street Books

Keynote Presentations: 89 attendees at Granada Theatre

Chihuahuan Desert Nature Center Guided Hike: 35 attendees

Wildlife Art Workshop: 22 attendees at Alpine Public Library



Alpine Farmers Market



Lunch and Learn

PROGRAM PARTNERS

The following organizations contributed time, expertise and materials towards Wildlife Weekend program content.

Visit Alpine, Texas

Borderlands Research Institute

Texas Parks & Wildlife
(Wildlife Biology, State Parks, Game Wardens)

Bat Conservation International

Chihuahuan Desert Nature Center

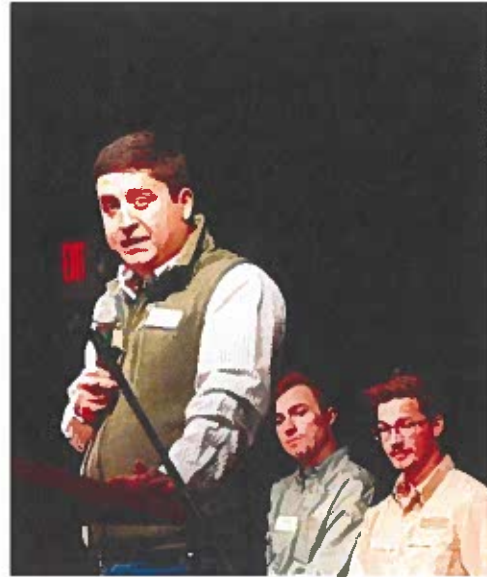
Texas Wildlife Association

Trans-Pecos Bird Conservation

Big Bend Conservancy

Rio Grande Joint Venture

Sul Ross State University



Lunch and Learn

Wildlife Weekend 2025 Partners



PARTNER CONTRIBUTIONS

The **\$8,545 Event Budget** consisted of the following contributions by partners and sponsors.

	Visit Alpine, Texas
\$3,000	Texas Parks & Wildlife magazine advertising
\$750	Facebook/Instagram advertising
\$300	Reception catering
	Borderlands Research Institute
\$1,000	Reception catering and beverages
\$240	Downtown business brochure printing
\$350	Yeti cooler, Yeti tumbler, BRI caps
\$1,500	Granada Theatre Research presentations space rental and amenities
\$600	Holland Hotel Contest prize (3 nights lodging)
	Dixon Water Foundation
\$300	Reception space rental
\$200	Reception catering
\$160	Big Bend Conservancy Annual BBNP passes (2)
\$75	Texas Wildlife Association Membership
\$30	Trans-Pecos Bird Conservation Hummingbird ID wheel and feeder
\$40	Rio Grande Joint Venture Gift package with bird-friendly chocolate
\$16	Wassermann's Wildlife figurines



Keynote Research Presentations

PROMOTIONS

PRINT 383,247 publications distributed

Texas Parks & Wildlife magazine

Two full page ads (one paid interior page, one free inside back cover)

TPW circulation is 189,000 copies

with an estimated 472,000 readers

Total reached: 378,000 copies, 944,000 readers

BRI print newsletter: 5,247 copies distributed

WEB 12,323 engagements

Event web page on visitalpinetx.com: 10,402 page views from 5,602 users

Contest with Holland Hotel: 1,921 entries (direct engagement plus email subscription)

EMAIL 32,299 emails sent

Visit Alpine email newsletters: 22,563 emails sent, 35% avg open rate, 3.4% avg click rate

BRI email newsletters: 7,694 emails sent, 56.65% avg open rate, 3.8% avg click rate

Sul Ross State University email newsletters:

Faculty and Staff: 533 recipients;

Alpine students: 1,509 recipients

SOCIAL MEDIA 324,531 impressions

Visit Alpine, Texas

Facebook & Instagram ads: 293,797 impressions to 146,121 people, 4,474 clicks (\$0.17 per click)

Facebook organic: 14 posts, 23,329 views, 336 likes

Instagram organic: 7 posts, 7,405 views, 596 likes

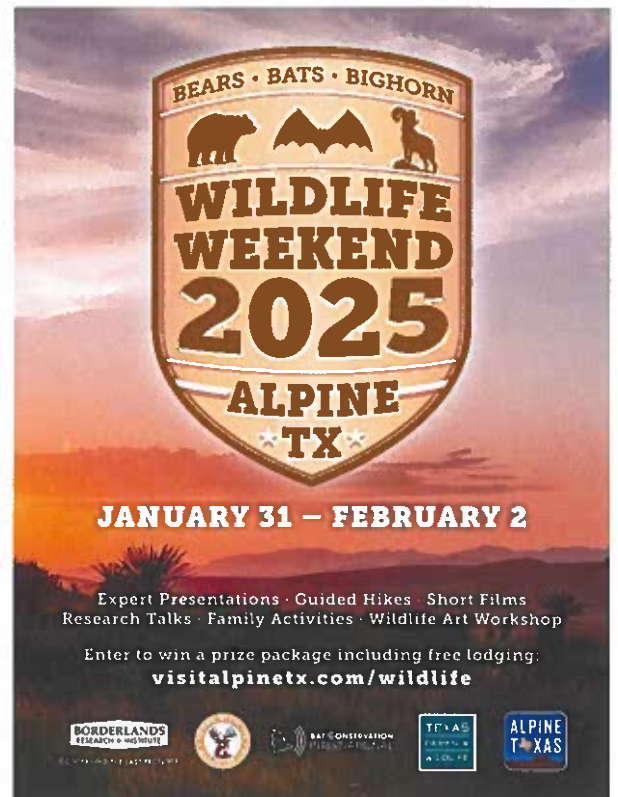
Borderlands Research Institute

Facebook organic: 2 posts, 25 likes, 6 shares

Instagram organic: 3 posts, 109 likes, 17 shares

TPWD Trans-Pecos Wildlife

Facebook organic: 4 posts, 53 likes, 6 shares



Full page ad, Texas Parks & Wildlife magazine



Wildlife Art Workshop

ALPINE WILDLIFE WEEKEND 2027 REQUIRED ATTACHMENTS

PRELIMINARY BUDGET

Revenue

\$1,600	Borderlands Research Institute
\$500	Dixon Water Foundation
\$1,500	Granada Theatre
\$4,250	Other Partners/Sponsors
\$6,000	City of Alpine HOT grant

\$13,850 TOTAL

Expenses

\$300	Museum of the Big Bend rental
\$1,500	Granada Theatre rental
\$1,500	Catering
\$600	Contest Prize (event lodging)
\$240	Brochure printing
\$700	Door Prizes, Awards
\$6,000	TPW magazine ad
\$1,500	Meta social media ads
\$1,500	Speaker travel & lodging

\$13,850 TOTAL

MARKETING PLAN

Event Web Page

The event web page is hosted at visitalpinetx.com/wildlife. Basic event dates and overview would be posted by July 2026, with details added as plans finalize leading up to the event.

Contest – Lodging Giveaway

The Holland Hotel donated a three-night stay in 2026 as a promotional partnership. While the Holland may be closed during our event as part of their planned renovations, we would hopefully repeat this arrangement with another hotel including a hotel discount code, launching the contest in mid-October, then announcing the winner in mid-November and offering the discount code to all of the contest participants.

Conservation Partners

A key part of Wildlife Weekend is the participation of a range of partner organizations, and we will encourage the partners to actively promote the Wildlife Weekend to their audiences through their own email newsletters, social media and print newsletters, providing them with graphics and other resources to share.

We would encourage all partners to announce the event in August, share the free lodging giveaway in mid-October, and then share general event information in early December.

Texas Parks & Wildlife magazine

Full page ad, November 2025 issue: \$3,000

In 2026 we successfully negotiated an in-kind sponsorship with Texas Parks & Wildlife. We purchased on full-page ad in the December issue and the magazine provided another full-page ad in the January issue at no cost.

Social Media Advertising

Two \$750 ad campaigns on Facebook and Instagram: \$1,500 total

The ad algorithms perform best in finding interested audiences when the campaigns run for at least three weeks.

The first campaign will promote the lodging giveaway from mid-October until the contest deadline in mid-November.

The second campaign will promote the event generally and run from December 1 through the end of January.

Social Media Organic Posts

Visit Alpine and Borderlands Research Institute will both share details on the lodging giveaway contest and the event in general, and provide suggested post graphics and text to partners with a request that they share as well.

Email Promotions

Visit Alpine's email newsletter as well as Borderlands Research Institute (and any willing

partner organizations) will send emails promoting the lodging giveaway contest in mid-October, announcing the winner and sharing the hotel discount code in mid-November, and then generally promoting the event in December.

Press Releases

Regional TV, newspapers and radio (Midland, Odessa, El Paso, San Angelo, Lubbock)
Local news media (newspapers, radio)

Local Radio

KVLF/KALP interviews (2nd Cup of Coffee morning show & Heart of the Big Bend podcast)
Marfa Public Radio Public Service Announcements

Posters

Distributed throughout Alpine – 1 month prior to event

SCHEDULE OF ACTIVITIES

The schedule below is updated from the 2026 event and is subject to change as plans develop.

FRIDAY, JANUARY 29, 2027

6:00pm – Welcome Reception at Museum of the Big Bend

Introduce conservation partners to the public with possible short film screenings and brief presentations of wildlife research updates.

8:00pm – Owl Walk at Kokernot Park

SATURDAY, JANUARY 30, 2027

9:00am – Guided Hike on Hancock Hill

9:00am – Birding Walk at Kokernot Park

9:00am – Wildlife Expo

Family activities and information exhibits with Conservation Partners

12:00pm – Lunch and Learn at Granada Theatre

BRI graduate assistants give 5-minute reports on their research projects

1:00pm – 5-Minute Animal Drawings at Front Street Books

Live art-making! Visitors can sign up to request a drawing of the animal of their choice

5:00pm – Keynote Presentations at Granada Theatre

Exploring the working relationships between documentary filmmakers and wildlife research field projects

SUNDAY, FEBRUARY 1, 2026

10:00am – Guided Hike at Chihuahuan Desert Nature Center

2:00pm – Wildlife Art/Photography Workshop

The event web page is hosted at visitalpinetx.com/wildlife. Basic event dates and overview would be posted by July 2026, with details added as plans finalize leading up to the event.

ALL WEEKEND

Wildlife-Themed Specials at Downtown Businesses

A map brochure of participating businesses will be distributed to attendees

Wildlife Photo Contest

Contestants upload their entries for Wildlife Weekend attendees to vote

ESTIMATED ATTENDANCE AND ECONOMIC IMPACT

ATTENDANCE information for the 2026 event is provided in the attached Event Report.

Every activity was well attended with an engaged and interested audience, but even though our promotional reach was far greater this year (see below and the Event Report) we did count fewer event attendees in 2026 than 2025.

Most of the decrease can be explained by a last-minute move of the Wildlife Expo (our largest-attendance event) from the Alpine Farmers Market in the Granada Theatre due to cold weather. The Granada was a superior setting for the expo in many ways, but was less visible from the road and drew fewer casual visitors.

ECONOMIC IMPACT

Hotels

We estimate that the 2026 Alpine Wildlife Weekend generated approximately 100 room nights, from travelers and visiting presenters. While this is a modest number, the successful promotional reach (see below) has additional benefit in raising awareness of Alpine as a tourist destination.

There are two potential approaches to increasing attendance and hotel nights, and we will consider both as we plan this year:

1. Broaden the appeal: create additional activities with the wildlife theme, but with a more generally festive character (live music, parties, games, etc). This approach may dilute the event's focus and it would require significant additional organizational effort.
2. Engage organizations: create activities that directly engage students and faculty of University Biology and Range Management Departments, providing them with some kind of academic value sufficient to attract groups of students to attend.

Off-Season Traffic

January is Alpine's slowest month for visitation, and the event dates were selected explicitly to try to bring business to Alpine's hotels in an otherwise dead season.

Downtown Business Participation

Eleven downtown businesses participated in a program to offer wildlife-themed specials to event attendees. The program was promoted on the event web page as well as in a printed brochure that was distributed throughout the weekend.

Joe Crow Coffee

Vise Coffee

Cedar Coffee and Supply

Alcove Social

The Ritchey

Bock Burger

Bread Garden Bakery

Cow Dog

Big Bend Art Gallery

Front Street Books

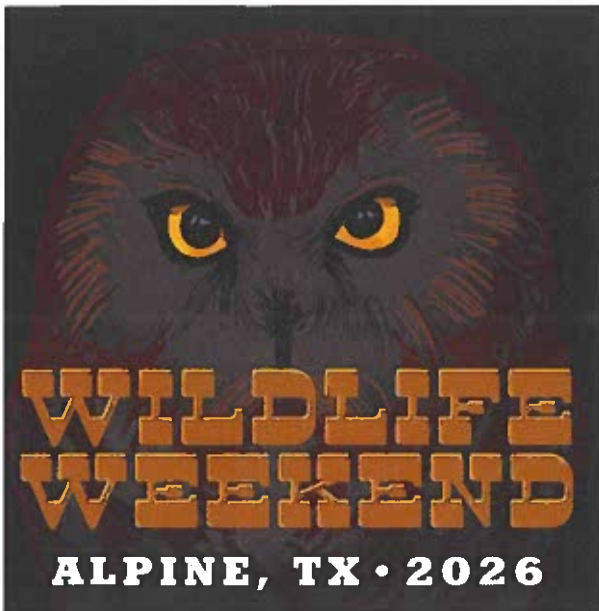
5th Street Gallery

Many of the participating businesses reported that visitors asked about their wildlife specials, and that the promotion was beneficial for their sales during the weekend.

Promotional Reach

2026's advertising efforts reached more than 2,000,000 people (see the Event Report for details). Our promotional goal is to ensure that every wildlife enthusiast in the state of Texas (and into New Mexico) is aware of the Alpine Wildlife Weekend early enough to be able to plan a trip to attend.

- Of course, only a tiny fraction of the people who learn about the event will invest in attending, but there is a benefit in casting the wide promotional net even if much of the ad audience does not attend the event.
- The awareness-building accomplished by the ads increases the odds of future attendance if they see the message again next year
- Including more general information in the promotions about Alpine as a nature travel destination can also help to drive future visits outside of the event dates, and also add to the effectiveness of Alpine's other advertising efforts if they should reach some of the same people



EVENT REPORT

Alpine Wildlife Weekend 2026

January 29-31, 2026 • Alpine, Texas

YEAR THREE HIGHLIGHTS:

14 EVENTS

2025: 11 events

19 PROGRAM PARTNERS

2025: 9 partners

2,000,000+ REACH

in awareness-building promotional campaigns

Estimated 260% increase from 2025

ATTENDANCE

The third annual Wildlife Weekend offered 14 different events and activities across three days, encouraging additional overnight stays.

All of the events during the weekend were well attended with enthusiastic participants. We recorded a total of 338 attendees during the weekend. This is lower than our 2025 count, largely due to moving Conservation Partners' tables and activities from the Farmers Market due to cold weather. Our collection of zip codes suggested that approximately 38% of attendees were from out of town.

Reception and Film Screening: 75 attendees at Museum of the Big Bend

Hancock Hill Guided Hikes: 10 attendees

Kokernot Park Birding Walk: 20 attendees

Alpine Farmers Market: approximately 200 attendees, 18 partner exhibit tables at Granada Theatre

Wild Game Processing Workshop: 18 attendees

Downtown Wildlife-themed Eats, Drinks & Treasures: 11 participating businesses, total attendees unknown

Lunch and Learn: 79 attendees at Granada Theatre

5-Minute Animal Drawings: 75 attendees at Front Street Books

Keynote Presentations: 53 attendees at Granada Theatre

Chihuahuan Desert Nature Center Guided Hike: 14 attendees

Photography Workshop: 19 attendees at Museum of the Big Bend



Conservation Partners at Granada Theatre



Welcome Reception at Museum of the Big Bend

PROGRAM PARTNERS

The following organizations contributed time, expertise and materials towards Wildlife Weekend program content.

Visit Alpine, Texas
Borderlands Research Institute
Balmorhea State Park
McDonald Observatory
Trans-Pecos Bird Conservation
Marfa Bird Club
Rio Grande Joint Venture
Sul Ross Range and Wildlife Club
SRSU Biology
Big Bend Conservancy
Texas Master Naturalists
Texas Wildlife Association
Chihuahuan Desert Nature Center
TPWD Wildlife
A&M Forest Service
Devils River Conservancy
TPWD Wildlife Biologists
TPWD Game Wardens
Center for Big Bend Studies



Conservation Partners at Granada Theatre



Wild Game Processing Workshop

"Wildlife Weekend was a great event! Not only did I enjoy interacting at my booth but all of the lectures and activities throughout the weekend!"

-Texas Wildlife Association

"We were thrilled to participate in the Alpine Wildlife Weekend. We appreciate the opportunity to connect with the public of all ages about nature, particularly desert animals in the Trans-Pecos Region of Texas. We look forward to participating again next year."

-Chihuahuan Desert Nature Center & Botanical Gardens

"A wonderful opportunity for natural resource professionals and novices alike to share information and engage with people of all ages in our community."

-Texas Master Naturalist, Tierra Grande Chapter

PARTNER CONTRIBUTIONS

The **\$11,678.72 Event Budget** consisted of the following contributions by partners and sponsors.

\$4,613.72	Visit Alpine, Texas
\$3,140	Texas Park & Wildlife
\$1,500	Granada Theatre
\$800	Borderlands Research Institute
\$600	Holland Hotel
\$500	Dixon Water Foundation
\$500	Texas Ornithological Society
\$160	Big Bend Conservancy
\$80	Birds & Beans Coffee
\$70	Big Bend Natural History Association
\$65	Front Street Books
\$50	Chihuahuan Desert Nature Center
\$50	Romey Swanson
\$30	Trans-Pecos Bird Conservation
\$20	McDonald Observatory



Introducing Keynote Research Presentations



Chihuahuan Desert Botanical Gardens Guided Tour

PROMOTIONS

PRINT 378,400 *publications distributed*

Texas Parks & Wildlife magazine

Two full page ads (one paid, one donated)

TPW circulation is 189,000 copies

with an estimated 472,000 readers

Total reached: 378,00 copies, 944,000 readers

Promo Postcard: 400 copies distributed

WEB 8,223 *engagements*

Event web page on visitalpinetx.com: 7,016 page views
from 4,316 users

Contest with Holland Hotel: 1,057 entries
(direct engagement plus email subscription)

EMAIL 16,636 *emails sent*

Visit Alpine email newsletters: est. 10,000 emails sent

BRI email newsletters: 6,636 emails sent, 54.1% avg open rate

SOCIAL MEDIA 796,653 *impressions*

Visit Alpine, Texas

Facebook & Instagram ads: 721,255 impressions to 353,666 people

Facebook & Instagram organic: 19 posts, 64,482 views, 1,419 likes

Borderlands Research Institute

Facebook organic: 6,886 impressions, 89 interactions, 48 clicks

Instagram organic: 4,029 impressions, 2,627 users, 141 interactions

EARNED MEDIA 1,460,000 *publications distributed*

Texas Highways Events Calendar COVER & PAGE 3 ARTICLE! 60,000 copies

Texas Highways featured event (photo and blurb): 300,000 copies

AAA Explorer events listing with blurb: 1.1 million copies

Web articles: Odessa American, Rock 101 Lubbock, Marfa Public Radio, BRI, Dixon Water Foundation, etc
viewer numbers unknown



Attention City Secretary
HOT Grant Application
For: **Far West ComicCon** 2027

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY:



1:27 PM

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4/14/2026

Name of Organization: The Magical Warehouse for Far West Texas Comic Con

Address: 113 E Holland

City, State, Zip: Alpine TX 79830

Contact Name: Connie Santillan

Contact Email Address: magicalwarehouse87@gmail.com

Contact Phone Number: 432-269-8547 or 432-294-1836

Web Site Address for Event or Sponsoring Entity: themagicalwarehouse.com

Is your organization: Non-Profit: _____ Private/For Profit: X

Tax ID#: _____ Entity's Creation Date: _____

Name of Event or Project: Far West Texas Comic Con

Date of Event or Project: January 2026

Primary Location of Event or Project: Alpine Civic Center

Amount Requested: \$30,000.

How will the funds be used: Funds will be used for marketing/advertising and hiring of artist and special guest performers. Other funds will be used for updating event space and other entertainment .

Brief Description of Funded Activity/Facility: Alpine Civic Center with space permitting .

Percentage of Hotel Tax Support of Related Costs:

50% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: this will be event 3

Expected Attendance: 500+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: We anticipate 55% of attendees will need accommodations

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We reserved up to 15 rooms in Host hotels (Holiday Inn Express, Hampton Inn and Highland Inn) Plus rooms that were rented seperate after block

How will you measure the impact of your event on area hotel activity? _____

We previously measured through hotel communication as well as attendee verification from out of town

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Previous years 2025 & 2026 we had a few local sponsors from Big Bend Concrete Galaxy Projects, and others

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ attd

Newspaper \$ attd _____ TV \$ _____

Radio \$ attd Press Releases to Media \$ _____

Direct Mailing to out of town recipients _____

\$ Digital or Social Media \$ attd Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?

All west Texas from El Paso , San Angelo, San Antonio, Midland Odessa

What estimated number of individuals will your proposed marketing reach who are located in another city or county? over 500

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ 1,000
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 10,000
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 10,000-20,000
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity\$ _____

How many individuals are expected to participate? 500+

How many of the participants are expected to be from another city or county? 300+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 300+

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ 1,000

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

**Grant Request for Hot Funds:
Far West Comic Con III**

City of Alpine

Alpine Tourism Board

Alpine, TX

Subject: Grant Request for Far West Comic Con III: Expanding the Event Add more Talent from Voice Actors to Movie Actors and Special performances.

Dear Committee

I hope this message finds you well. I am writing on behalf of The Magical Warehouse host of The Far West Comic Con to formally request funding through the Hot Funds program for our third event, Far West Comic Con III, which will take place in Alpine, Texas, 2027, we had to move 2026 date due to winter weather, We are excited to see the results of a different date in summertime. We are excited to build upon the success of our inaugural event and bring an even bigger and more immersive experience to the community, attracting visitors from across the region, state, and beyond.

Event Overview:

In our first year, Far West Comic Con drew over 400 attendees, showcasing an incredible mix of 25 pop culture vendors, a variety of food vendors, 2 dynamic dance groups, popular voice actors from top Anime shows , comic book artists,

local artists, and a cosplay competition. We also hosted a Hot Wheels racing event, video gaming tournament, and a Magic the Gathering Regional Qualifier, making the event both diverse and inclusive of various interests. ComicCon is only a 1 day event and we have our “talent” staying all weekend at our Host Hotels, The Holiday Inn Express, Hampton Inn, and The Highland. We have had nothing but positive feedback from all around our community as well as surrounding areas and others reaching out from El Paso Tx, San Antonio, San Angelo, and Midland Odessa Area. The anticipation for this years Comic Con in June, has grown a bit of a buzz due to the cancellation. We are confident we will continue to expand and hope to make this annual event a highlight to Alpine and our surrounding communities. We were Granted a HOT funds amount of \$6,000 in 2025 and an amazing \$15,000 for 2026 for this event and with the help of a handful of local business sponsors and community outreach from The Magical Warehouse were able to bring a Successful Comic Con to our small town. From Talented and well-known voice actors as well as an array of CosPlayers from all around Texas to help make this event even more memorable.

Goals for Far West Comic Con III:

For the second year, we aimed to double the size of our event in both vendor space and attendance, providing an even more engaging and diverse experience for all attendees. The goal for number III is to have a 2 day weekend with each day a different and fun experience. Specifically, we are looking to:

1. Expand Vendor and Event Space: We plan to utilize outdoor spaces to accommodate more food vendors, offer additional entertainment options, and include more interactive activities for families and all age groups.

2. Enhance the Talent Lineup: Our goal is to feature even more talent, particularly in the voice actor and artist alley areas. This will include inviting more notable voice actors, increasing the number of local and national artists, and creating an immersive artist alley experience for attendees.

3. Increased Family-Friendly Options: With the addition of more food and entertainment options (rides, family-oriented activities), we want to cater to all ages, making the event enjoyable for children, teenagers, and adults alike.

4. Improved Cosplay and Gaming Competitions: We intend to take our cosplay competition and gaming tournaments to the next level with more categories and prizes to foster participation. This includes expanding our Magic the Gathering tournament as a Regional Qualifier and adding new, exciting activities for participants to engage. With the purchase of large screens for gaming and amazing costume artist and new entertainment vendors.

Why Far West Comic Con III is a Valuable Event for Alpine:

- Economic Impact: The expansion of the event will draw more visitors to Alpine, benefiting local hotels, restaurants, and retail shops. 2025, we saw a significant uptick in business for the city. We anticipate an even greater economic boost. We had 2 Host Hotels, Holiday Inn Express and The Highland and for 2026 now have 3 adding the Hampton Inn –giving everyone a variety of reasonably price places to stay.

- Cultural Significance: Far West Comic Con brings together diverse aspects of popular culture, promoting creativity, fandoms, and artistic expression. We celebrate local talent and attract artists and creators from across the state and this year in 2026 another country, as we have planned to bring in an amazing Pianta artist from Mexico, enhancing Alpine’s reputation as a hub for culture and creativity.

- Community Engagement: By offering activities for all age groups, including families, Far West Comic Con II will continue to foster a sense of community and create lasting memories for attendees. The event is an opportunity for families to enjoy a weekend together, participating in a wide range of activities and supporting local businesses.

Budget:

We are requesting a grant of \$30,000 to help cover the costs associated with the expansion of the event space, talent booking, entertainment activities, vendor outreach, and additional infrastructure needed to support the event. This includes:

- Expanding vendor booth spaces, including outdoor areas
- Booking additional voice actors, artists, and talent
- Securing permits and insurance for expanded event space
- Organizing family-friendly entertainment (rides, additional food vendors)
- Marketing and promotional costs to draw a larger crowd

Marketing Plan:

1. Social Media Campaign (Cost: \$5,000):

- Utilize platforms like Facebook, Instagram, and Twitter to create buzz.
- Regular posts about guests, activities, and contests to engage the audience.
- 2026 took out ads to reach potential attendees in neighboring towns and cities.

2. Local Partnerships (Cost: \$5,000):

- Collaborate with local businesses, comic book stores, and schools to promote the event.
- Offer special discounts or promotions for their customers or students.
- Distribute flyers, posters, and banners in strategic locations.

3. Email Marketing (Cost: \$3,500):

- Build an email list through online sign-ups and partnerships.
- Send out newsletters with updates, exclusive offers, and reminders leading up to the event.

4. Press Releases and Media Coverage (Cost: \$8,000):

- 2026 we took an ad out on CBS & in Midland Odessa, and the impact was unreal. We received so many tags on our social media post of the commercial as well as pictures they took from their tv watching,
- 2026 we also took out local radio ads and spoke on a couple of local podcast – we know advertising is mostly to gain audience from out of town, but we appreciate and love our locals who have helped not only this event, but also our small business continue to be able to serve the community.

5. Hiring of Special Guest and Talent (cost \$15,000-\$20,000)

- Fan Engagement & Excitement-

Special guests and voice actors bring beloved characters to life, and their presence creates a unique and thrilling experience for fans. Meeting the people behind favorite shows, games, and movies adds a personal and emotional connection that keeps fans coming back year after year. 2025 we had 2 voice actors this year 2026 we have 3!

-Exclusive Panels & Insight-

These guests often participate in Q&A panels, live readings, and behind-the-scenes discussions, giving attendees insider info and sneak peeks that they can't get anywhere else. It makes Comic-Con feel like an exclusive event packed with value.

-Boosting Attendance & Promotion-

Big names attract bigger crowds. Having popular voice actors or celebrities boosts ticket sales and media coverage, making the event more successful and widely recognized. Their social media presence also helps promote the con to wider audiences.

Schedule of Activities and Events:

- Day 1:

- Registration and Opening Ceremony
- Panel Discussions with Industry Guests
- Artist Alley and Vendor Booths
- Cosplay Contest
- Gaming Tournaments (e.g., video games, tabletop games)

- Day 2:

- Workshops and Demonstrations (e.g., drawing, cosplay crafting)
- Movie Screenings or Anime Marathon
- Trivia Contests
- Live Performances (e.g., comedy, music)
- Closing Ceremony and Prize Giveaways

Conclusion:

Far West Comic Con III represents an exciting opportunity to further establish Alpine as a premier destination for cultural events, attracting visitors from near and far. By expanding the event to accommodate more vendors, activities, and talent, we aim to make this year's convention even more successful and impactful for the Alpine community.

We sincerely appreciate your consideration of this request and are happy to provide any additional information or materials as needed. Thank you for your support in making Far West Comic Con II a truly spectacular event for Alpine, Texas.

RECEIVED

City of Alpine, Texas

HOTEL OCCUPANCY TAX GRANT APPLICATION

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY: [Signature] 2:40

Date: 4/10/2026

Name of Organization: BIG BEND NATURAL HISTORY ASSOCIATION

Address: 102 ALSMTE DRIVE

City, State, Zip: BIG BEND NATIONAL PARK, TX 79834

Contact Name: JULIE CHILAS

Contact Email Address: director@bbnha.org

Contact Phone Number: 432-477-2256-wk 806-441-1491-cell

Web Site Address for Event or Sponsoring Entity: bbnha.org

Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 74-6068250 Entity's Creation Date: JUNE 19, 1956

Name of Event or Project: PIONEER REUNION

Date of Event or Project: FEBRUARY 6, 2027

Primary Location of Event or Project: ESPINO CONFERENCE CENTER - SRSU

Amount Requested: \$ 9,000⁰⁰

How will the funds be used: ADVERTISING, SPEAKER COSTS, EVENT EXPENSES. PIONEER REUNION PROMOTES AREA-WIDE HERITAGE TOURISM.

Brief Description of Funded Activity/Facility: PIONEER REUNION IS A CELEBRATION OF THE PEOPLE, HISTORY, AND LAND OF THE BIG BEND. IT'S A TIME OF STORYTELLING, SHARED EXPERIENCES, RENEWING OF FRIENDSHIPS, AND DEVELOPING NEW FRIENDS. THERE ARE PRESENTATIONS BY FOUR TO FIVE SPEAKERS AND TIME FOR PEOPLE TO VISIT AND REMEMBER THE PAST.

Percentage of Hotel Tax Support of Related Costs:

45 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 2027 WILL BE THE 34TH EVENT

Expected Attendance: 185

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 81

How many nights will they stay: 2-3

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? WE WILL CAPTURE HOTEL INFORMATION AND ZIP CODED FROM TICKET SALES AND AT THE EVENT REGISTRATION TABLE.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: VISIT BIG BEND, BREWSTER COUNTY HISTORICAL COMMISSION, BIG BEND TELEPHONE, WEST TEXAS NATIONAL BANK, BRANDABILITY

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 3,300⁰⁰
- Newspaper \$ 1,300⁰⁰ Radio \$ 1,300⁰⁰ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 700⁰⁰ Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions? LUBBOCK, SAN ANGELO, DEL RIO, MIDLAND, ODESSA, BIG BEND AREA, AND OTHER PARTS OF TEXAS

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500,000 - BASED ON THE POPULATION OF TARGETED MEDIA ADVERTISING AREAS.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 3,900⁰⁰
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ 6,000⁰⁰
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Pioneer Reunion
Presented by the Big Bend Natural History Association
February 6, 2027

Preliminary Budget

Revenue		Expenses	
Visit Big Bend	\$3,000	SRSU Venue	\$300
BCHC	\$500	Catering	\$6,100
WTNB	\$1,000	Signs/Posters	\$800
BBT	\$1,500	Video	\$4,500
Brandability	\$1,000	Miscellaneous	\$600
Other Sponsors	\$875	Gift Bags	\$2,675
Ticket Sales	\$2,700	Photos	\$300
City of Alpine		Advertising	\$3,300
HOT Grant	\$9,000	Speaker Expense	\$1,000
Total:	\$19,575	Total:	\$19,575

Proposed Marketing Plan

BBNHA Web Site

Information on Pioneer Reunion will be available at www.bbnha.org. Event dates and speaker information will be posted by July 2026.

Social Media Advertising

Targets social media campaigns on Facebook and Instagram for \$350 each; \$700 total. The first campaign will run in late October and focus on the event and speakers. The second campaign will run in November, focusing on tickets sales, which start December 1st.

Social Media Posts

BBNHA will share details on a regular basis. The National Park Service and other sponsors have also shared posts for past events.

Email Promotions via Constant Contact

BBNHA will send information via email to Members (approximately 375) and past Pioneer Reunion attendees.

Press Releases

Area TV, newspaper and radio (Lubbock, San Angelo, Del Rio, Midland, Odessa)
 Local media (radio and newspapers)

Local Radio

Announcements on KVLV/KALP and Marfa Public Radio

Posters

Distributed in the area

Schedule of Activities

Pioneer Reunion will take place Saturday, February 6, 2027 from 10:00am-4:30pm at the Espino Conference Center on the Sul Ross State University campus. Speakers will cover topics related to the Big Bend region and there will be time for attendees to visit as many have been to the event for years and are related to some of the area pioneer families.

Estimated Attendance and Economic Impact

Attendance

This will be the 34th Pioneer Reunion event, and the second held in Alpine. Prior to 2026, the event has been held at Panther Junction in Big Bend National Park. The decision to move the event was based on the desire to grow the attendance. In 2025, there were 125 attendees and in 2026 162 attendees. Prior to the upcoming 2027 event, the only advertising has been on social media, word of mouth, and emails to BBNHA members (approximately 375) and past Pioneer Reunion attendees. With a more targeted ad campaign, there it's anticipated that attendance will increase to 185-200 people in 2027. The budget is based on the 185 estimate.

Economic Impact

Hotels, Restaurants, and Other Local Businesses

Based on information from ticket sales and zip codes collected at the event, Pioneer Reunion 2026 generated 125-150 room nights. 71 people out of 162 total attendees reside outside of the Tri-County area. Assuming spouse/family associations, the room night total is conservatively based on 45 people staying two-three nights.

Assuming 185 attendees for the 2027 event, and using the same estimates, results in 165-180 room nights booked for the upcoming event.

Zip Codes for 2026 include visitors from Lubbock, Del Rio, San Angelo, Fort Stockton, Midland, Kerrville, Austin, Rockport, other Hill Country and Texas Coast towns, as well as Minnesota, California, Arizona, Iowa, and Michigan.

People attending Pioneer Reunion impact local restaurants, shops, and other local attractions during their stay.

Event Goals

Heritage Tourism is a growing economic driver. BBNHA plans to continue to increase Pioneer Reunion attendance to enhance the appreciation of the history and cultural heritage of the Big Bend Region, thereby increasing the local economic impact of the event.

Pioneer Reunion 2026

Tickets for the 33rd Pioneer Reunion go on sale December 1st!

Date: Saturday, February 7, 2026.

Time: 10:30 AM to 4:45 PM.

Where: The Espino Conference Center, 2nd floor of the Morgan University Center,
Sul Ross State University, Alpine, Texas.

Speakers:

Ben English as emcee

Mike Boren: Tales from Pioneer Reunions Past.

Ronny Dodson: Dodson Family & Brewster Co. History.

Rick Gupman: Big Bend National Park Update.

Madeline Johnson: Maria Sada: Mexican Businesswoman of the Big Bend.

Tom & Gary Osborn: Building a CCC Legacy in the Big Bend.

Tickets:

\$25 for non-members. \$20 for members.

Ticket prices include lunch.

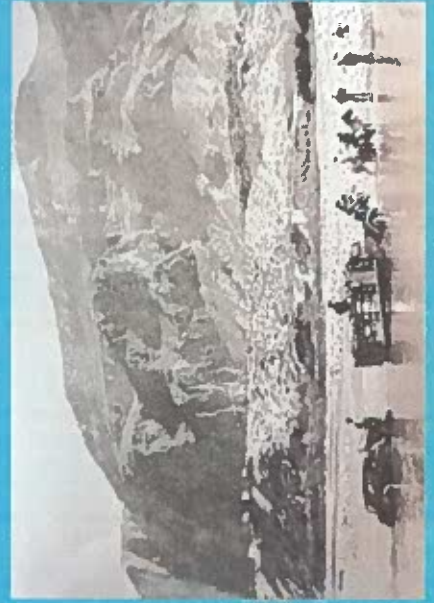
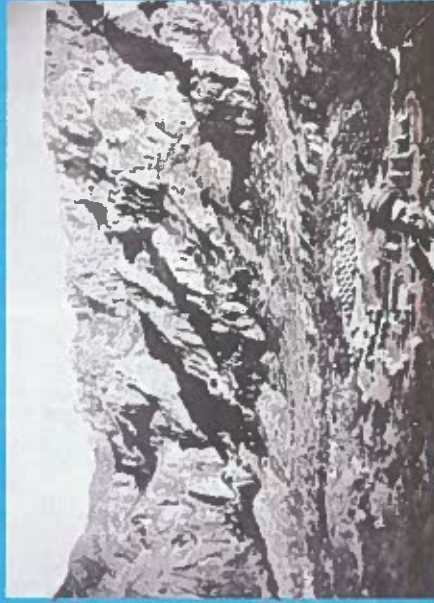
To Order Tickets:

By phone @ 432-477-2236

In person at our Panther Junction bookstore.

The Pioneer Reunion is open to everyone.

We encourage you to invite anyone who is eager to learn more about the rich history and culture of the Big Bend.



RECEIVED
City of Alpine, Texas

April 17, 2026

APR 17 2026

City of Alpine
HOT Funds Application

OFFICE OF THE CITY SECRETARY

BY:

 2:47 pm

Dear Committee:

The Family Crisis Center requests \$4,000.00 from the City of Alpine to support the Mother's Day Dance. The Family Crisis Center and the City of Alpine have been partners in coordinating and financially supporting this event for years. Specific details about the event, including the budget, can be found in the attachments.

- Total event budget including HOT funds (see attached)
- Proposed Marketing Plan for Funded Event
We plan to advertise on Facebook, posters, and the local radio. Our sponsors' donations will pay for advertising in local newspapers and radio; therefore, fewer advertising funds are needed.
- Schedule of Activities or Events Relating to the Funded Project
We will host a dance at the Sunshine House (Ole Crystal Bar) on May 7, 2027, from 8:00 pm to 12:00 am. We will hire a band and expect to bring many visitors to our area.
- Surveys and tabulations from prior event, if available
No written surveys are available, but over half of the attendees were from out of town.
- Event/Program Permit Application, if applicable
No permits are necessary.

Thank you for your consideration.

Rhonda Cole
President, FCCBB
432-294-0956

APPLICATION

Date: April 17, 2026

Name of Organization: Family Crisis Center of the Big Bend Inc

Address: PO Box 1470

City, State, Zip: Alpine, TX 79831

Contact Name: Rhonda Cole

Contact Phone Number: 432-294-0956

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 75-1897981 Entity's Creation Date: _____

Purpose of your organization: Assist Victims of Family Violence

Name of Event or Project: Mother's Day Dance

Date of Event or Project: May 7, 2027

Primary Location of Event or Project: Sunshine House

Amount Requested: \$4,000

How will the funds be used: Band \$3,500; Advertising \$500;

Primary Purpose of Funded Activity/Facility: _____

Provide an event for the purpose of promoting instrumental and vocal music for our area.

Percentage of Hotel Tax Support of Related Costs:

75% Percentage of Total **Event Costs** covered by Hotel Occupancy Tax
0% Percentage of Total **Facility Costs** covered by Hotel Occupancy Tax for the Funded Event.

The following categories will be funded through this process. Check which categories apply to funding request and amount requested under each category:

1. Civic Center Rental: use of civic center facility; \$ _____

3. Advertising, Solicitations and Promotions: actual cost of advertising space, design is not allowable; \$ 500.00

4. Promotion of the Arts: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms; \$ 3,500.00

5. Historical Restoration and Preservation Activities: historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums; \$ _____

6. Sporting Event Expenses: expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity: \$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

7. Transportation: cost of providing free transportation services that start or end at hotel or convention center or attraction offered to hotel guest at no charge: \$ _____

Questions for All Funding Requests:

How many years have you held this Event or Project: 9

Expected Attendance: 400

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: 300

How many nights will they stay: 2

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Hotel Rooms Used
February 2017	2,000	250
February 2018	2,000	240
February 2019	1,500	263
May 2022	2,000	140
May 2023	2,000	110
May 2024	2,000	100

How will you measure the impact of your event on area hotel activity? Check with hotels

Please list other organizations, government entities and grants that have offered financial support to your project: Some local businesses also help sponsor the event.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$500
- Newspaper \$ _____ Radio \$ _____ TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$500 Other \$ _____

What cities/regions/demographics do you reach with your advertising and promotions?

We hope that Chris Ruggia will assist with the advertising. It will primarily be on Facebook, so it should reach all of the surrounding areas and include large metropolitan areas as well.

What number of individuals will your proposed marketing reach who are located in another city or county? 1,000 (e)

Cowboy Dance

2025

Revenue	Amount
Retained Revenue	\$ -
Sponsorships and Donations	\$ 1,200.00
Ticket sales	\$ 500.00
Booth sales	
Beverage Sales	\$ -
Food Sales	\$ -
Merchandise Sales	\$ -
Volunteer Time	
Total	\$ 1,700.00

Event Expenses	Cost
Civic Center Rental	\$ -
Advertising	\$ 700.00
Arts	\$ 4,500.00
Restoration or Preservation	\$ -
Sporting Event	
Transportation	\$ -
Labor (Volunteer 100 hrs)	\$ -
Supplies	
Equipment	\$ -
Sanitation	
Utilities	\$ -
Beverages	\$ -
Food	\$ -
Merchandise	\$ -
Security	
Closing of Street/Barricades	\$ -
Lighting	\$ -
Police Escort	\$ -
Trash Receptacles/Disposal	\$ -
Utilities	\$ -
Labor (Volunteer 40 hrs)	\$ -
Other Tables & Rent	\$ 500.00
Total	\$ 5,700.00

Support Requested: HOT Funds

Category	Cost
Civic Center Rental	\$ -
Advertising	\$ 500.00
Arts	\$ 3,500.00
Restoration or Preservation	\$ -
Sporting Event	
Transportation	\$ -
Total HOT fund request	\$ 4,000.00

Support Requested: In-Kind by CoA Employees/Equipment

Closing of Street/Barricades	
Police Escort	
Trash receptacles	
Utilities	
Labor	\$ -
Other	\$ -
	\$ -
Total In-Kind request	\$ -

Summary	
Total Event Expenses	\$ 5,700.00
Event Revenue	\$ 1,700.00
HOT Fund Total	\$ 4,000.00
In-Kind Total	\$ -
Total Revenue	\$ 5,700.00

% of HOT Funds to Total Event Expenses (TEE)	70.18%
% of In-Kind to TEE	%
Total % of HOT & In-Kind to TEE	%

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);

Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY: 

2:53pm

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitapinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 04/15/2026

Name of Organization: Museum of the Big Bend

Address: 400 N. Harrison Street, PO Boc C-101

City, State, Zip: Alpine, TX 79832

Contact Name: Dr. Emily Wilkinson, Kristi Taylor

Contact Email Address: emily.wilkinson@sulross.edu kristi.taylor@slross.edu

Contact Phone Number: 432.837.8747 432.837.8815

Web Site Address for Event or Sponsoring Entity: museumofthebigbend.com

Non-Profit: X

Private/For Profit:

Tax ID#: 74-6000027

Entity's Creation Date: 1925

Name of Event or Project: Museum of the Big Bend

Date of Event or Project: Year round

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$45,000

How will the funds be used: To promote Alpine and the MoBB as a top tourist destination
for visitors to Big Bend Region

Brief Description of Funded Activity/Facility:

To promote the MOBB year-round as the first stop for tourists and visitors to learn about the Big Bend region, to promote the arts and history of the area through quality permanent and rotating exhibits and to promote education through guided tours of the MoBB and children and adult programming.

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 80 years

Expected Attendance: 16,000 +

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: majority of MoBB Visitors stay 1-2 nights

How many nights will they stay: 1 -2 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: N/A

How will you measure the impact of your event on area hotel activity? the MoBB Guest Register

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: SRSU University, private and public donations, grants for research/support

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 45,000
- Newspaper \$ _____ Radio \$ 0 TV \$ _____
- Press Releases to Media \$ 0 (KVLF, KRTS PSA, SRSU Media)
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 8,000 Other \$ 37,000

What cities/regions/demographics will you reach with your advertising and promotions?
Trans Pecos, High Plains, Central Hill Country, North/East Texas, Gulf Coast, Out of state for magazine radio and email subscribers. 20-80 yr olds

What estimated number of individuals will your proposed marketing reach who are located in

another city or county? 100,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category:*

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 45,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity\$ _____

How many individuals are expected to participate? 15,000+

How many of the participants are expected to be from another city or county? 12,500+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 9,500+

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*

Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

41st Annual Trappings of Texas Schedule of Events

Trappings of Texas celebrates the museum's commitment to help preserve the storied ranching heritage of West Texas. The museum will host a variety of programs, including artist talks, auctions, demonstrations, and special gatherings designed to deepen the connection to the people and stories behind the work. This is more than an exhibit – it's a celebration of craftsmanship, culture and community.

September 16, 2027 – November 6, 2027 - Exhibit and Sale

Premier Artist – Gear maker to be selected by jury led by Gary Dunshee

September 16 – 18 – Opening Weekend

September 16th – Preview Party at the Museum of the Big Bend

September 17th – Presentations and demonstrations throughout the Museum and Miriam and Emmitt McCoy building. Opening Reception Night

September 18th – Chuck Wagon Breakfast and Bloody Marys on the Lawn, Presentations and demonstrations throughout the museum and Miriam and Emmitt Mccoy building, Ranch Round Party at a private ranch.

Trappings of Texas 2025 HOT Funding Report

The Museum of the Big Bend received \$20,000.00 from the City of Alpine HOT funds to advertise the 39th Annual Trappings of Texas event at the Museum. The opening weekend of events was September 18 – 20 and the show closed on November 1, 2025. The Museum used these funds in the following publications:

Art of the West

TX Co-Op Power

True West

Western Art Collector

TX Monthly

Meta Ads

Marfa Public Radio

Advertising includes social media campaigns and print ads

The Museum contracted with Vast Graphics and paid for their services to create the ad content for the Trappings of Texas advertising campaigns in the publications listed above as well as for ad placements in the Alpine Avalanche. Vast Graphics also created the designs for Save the Date cards, sponsorship brochures and invitations for the show, updated the Museum's Trappings page to include all information on the weekend of events and images of 138 works available in the show and sent out monthly eblasts to the 6000+ member list.

The Museum paid for all printing, supplies, and mailing costs for the Save the Date cards, sponsorship brochure and invitations. The Museum paid for ad placements in the Alpine Avalanche. Additionally, the Museum worked with the Alpine Avalanche for their help in placing news articles and ads in newspapers in Odessa/Midland, San Angelo, Lubbock and Boerne.

The Museum generated \$120,314.00 in revenue that is used to fund the majority of the salary and all benefits for the Events/Gift Shop Coordinator and part of the salary and benefits for the Curator of Temporary Exhibits and Events and costs for future Trappings event/advertising.

2025 Trappings Attendance and Economic Report

The museum's Trappings of Texas event continues to grow each year. 2025 brought the largest attendance, sale, and sponsorship to date! The museum offered 138 items of art and gear from incredibly talented artists from around the world. In partnership with Gary Dunshee, auctioneers Logan West and Keith Franklin, and Alpine Lions Club the museum was able to bring in more gear, expand our international artist selection and hold a live auction on the SRSU lawn in conjunction with a chuck wagon breakfast, cowboy coffee and bloody mary/mimosa bar to compliment the Opening Weekend. Through increased partnerships, selection, and advertising the museum saw an increase in attendance of 29% over LY and a 33% increase in net revenue. Most of the attendance increase was from out-of-town visitors staying at least 2 nights in Alpine for the Opening Weekend. Out-of-town visitation also saw a 28% increase during the months the show was open.

Visitation to the 2025 Trappings of Texas exhibit was 3200+ visitors. This was our largest exhibit and sale to date. According to the Museum Guest Register, registration cards, and art sales approximately 75% (3200) were from out of town and stayed hotels or B&Bs. Visitors were from Texas, Florida, New York, Colorado, North Carolina, Montana, Minnesota, New Mexico, Utah, Pennsylvania, California, Mississippi, Oregon, Ohio Washington, Louisiana, Iowa, Tennessee, Georgia, Washington DC, Indiana, Missouri, Arizona, Wisconsin, Virginia, South Carolina, Alabama, and the countries of Argentina, Canada, Australia, France, Austria, Germany, Mexico, the Netherlands, New Zealand, and the UK.

2027 Proposed Marketing Plan for Trappings of Texas:

1. Confirm with magazines their schedules to receive ads both for print publication and on-line. Mid-January 2027.
2. Begin to look at new advertising spots to expand to major, untapped markets with strong Western art and ranching ties. Mid-January 2027
3. Work with experts in the field to bring in new artists and gear makers from around the world. Feb 2027
4. Set Juries to select artists/gear makers for show. April 2027.
5. Confirm artists that will be showing their works and set Premier Artist (2026 will be a Gear maker). May 2027.
6. Book blocks of hotels for out-of-town visitors and promote in Sponsorship Package and on invitations. May 2027.
7. Set Ranch Round up Party location. May/June 2027.
8. Send out Sponsorship packages. Mid-June 2027.
9. Set all menus/vendors for Opening Weekend. June 2027.
10. Work with and create press releases with Sul Ross State University Director of Communication. July 2027.
11. Work with out of area newspapers to create ads/press releases to promote the Trappings of Texas Weekend. July 2027.
12. Work with state-wide newspapers in select urban centers such as Austin, DFW, and Houston, among others, to create ads/press releases to promote the Trappings of Texas Weekend starting the second week of July 2027.
13. Begin sending Museum of the Big Bend e-newsletters to the 9000+ email addresses on a biweekly basis starting the first week of August 2027. This will include the Office of Alumni Affairs and the SRSU Rodeo Team mailing list.
14. Save the Date Cards sent to the 750 + addresses in the Museum of the Big Bend Little Green Light Mailing List. August 2027.
15. Additional Save the Date Cards will be distributed to area hotels/motels and B&Bs. August 2027.
16. Update the MoBB website to include information on slider bar on the home page as well as an exhibit page link. Also post sponsorship information and information on individual events over the course of the weekend. August 2027.
17. Update the Museum of the Big Bend and Trappings of Texas Facebook pages starting the first week of August 2027.
18. Create an event on the Museum of the Big Bend and Trappings of Texas Facebook pages. August 2027.
19. Print and mail formal invitations. Second week of August 2027.
20. Design and have printed posters for distribution in town and surrounding areas. Third week of August 2027.

Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register:

2026

40th Annual Trappings of Texas

September 17, 2026 – October 31, 2027

2025

39th Annual Trappings of Texas

Opening Reception: 350

Total Visitation: 3272

2024

38th Annual Trappings of Texas

Opening Reception: 271

Total Visitation: 2,363

2023

37th Annual Trappings of Texas

Opening Reception: 262

Total Visitation to the Exhibit: 2,472

2022

36th Annual Trappings of Texas

Opening Reception: 265

Total Visitation to the Exhibit: 2,169

2021

35th Annual Trappings of Texas

Opening Reception: 225

Total Visitation to the Exhibit: 1,258

2020

*34th Annual Trappings of Texas

**CANCELLED due to Covid 19. The Museum did hold an on-line sale and the exhibit opened to the public on July 14-September 18, 2020.*

2019

33rd Annual Trappings of Texas

Opening Reception: 250

Total Visitation to Exhibit: 3,737

2018

32nd Annual Trappings of Texas

Opening Reception: 300

Total Visitation to Exhibit: 4,454

Event/Program Permit Application

Not required for this event.

Event Name	Fiscal Year
39th Annual Trappings of Texas	2026
Revenue	Amount
HOT Funds	\$ 20,000.00
Sponsorships and Donations	\$ 61,850.00
Ticket sales	\$ 10,750.00
Art Sales	\$ 100,401.00
Live Auction - Sat AM	\$ 19,400.00
Silent Auction - Ranch Roundup	\$ 2,010.00
Total	\$ 214,411.00

Event Expenses	Cost
Ranch Roundup Party	\$ 18,014.35
Advertising	\$ 22,644.00
Alcohol/Bartender (PP, OR)	\$ 2,972.00
Bands - 3	\$ 8,300.00
Temp Employees - 13.75 hrs	\$ 137.50
Printing	\$ 3,517.61
Vast Graphics	\$ 4,012.03
Supplies	\$ 3,993.40
Postage	\$ 231.52
Chuck Wagon Breakfast	\$ 500.00
Food Sky Island	\$ 25,025.00
Flowers Open Road Florals	\$ 4,750.00
Other Labor	\$ -
Other	\$ -
Total	\$ 94,097.41

Net Revenue **\$ 120,313.59**
44.00%

Advertising Breakdown

Meta Ads - \$730.00
True West - \$1895.00
TX Co-op - \$9000.00
Western Art - \$2400.00
TX Monthly - \$5975.00
Alpine Avalanche - \$567.00
Alpine Avalanche - \$567.00
Alpine Avalanche - \$1510.00

Sponsorships/Donations: See Folder

Top Hand Sponsors - 17
Cow Boss Sponsorship - 9
Cattle Baron Sponsorship - 11
Gold Cattle Baron Sponsorships - 8
Diamond Cattle Baron Sponsorships
Underwriters - 1 (museum included)

Printing (Print Shop) Breakdown:

700 Address Cards - \$306.25
700 Reply Cards - \$700.00
500 Buyers Cards - \$21.88
80 11x17 Posters - \$80.00
200 2025 Buyers Guides - \$2000.00
Name Tags - \$35.00
Drink Tickets - \$26.00
350 Sponsorship Booklets - \$348.48

Vast Graphics Breakdown:

Website Updates - \$207.00
Meta Ads - \$80.00
Online Tickets - \$47.00
Drink Tickets - \$27.00
Name Badges - \$34.00
Event Poster - \$67.00
Banner Stand - \$141.00
Invitation Booklet Layout/Production
Invitation Reply/Address Card - \$94.00
Online Art Gallery - \$800.00
Marking Images SOLD - \$120.00
Sponsor Booklet Design/layout/prod
Sponsor Packet Reply/address card -
Website Updates (contest/online sp
Print ads design - \$320.00
Web Ads (TX Monthly) - \$120.00

Vast Graphics Breakdown (cont.)

Writing, Photos, Editing for TX Mont
Consultaion w/ Pam LeBlanc (edits/r
Web Edits, FB Header, Artist App. - \$

Band Breakdown:

Rick Ruiz and a Few Too many - \$1800.00
Neil Trammall - \$3500.00
Craig Carter -\$ 3000.00

Supplies Breakdown			
Live Auction Bloody Mary/Mimosa - \$89.33			Temp Employees: 12.50/hr
Ribbons for Nametags - \$525.00			Eva - 3.5 hrs
Ballot Box Stickers - \$33.16			Jean 7.5 hrs
Ballot Books - \$1497.68			
Name Badge Holders - \$181.38			
Ballot Boxes - \$98.97			
Invitation Clear Envelopes - \$90.06			
1000 Reply Envelopes - \$177.00			
1000 Sponsorship Clear Envelopes - \$107.58			
Invitations - \$1192.94			

Event Name	Fiscal Year
41st Annual Trapping Prelim Budget	2027-2028
Revenue	Amount
HOT Funds	\$ 35,000.00
Sponsorships and Donations	\$ 81,500.00
Ticket sales	\$ 13,500.00
Art Sales	\$ 150,000.00
Live Auction - Sat AM	\$ 25,000.00
Silent Auction - Ranch Roundup	\$ 4,500.00
Total	\$ 309,500.00
Event Expenses	Cost
Ranch Roundup Party	\$ 19,000.00
Advertising	\$ 45,000.00
Alcohol/Bartender	\$ 5,000.00
Bands - 3	\$ 8,300.00
Temp Employees - 13.75 hrs	\$ 137.50
Printing	\$ 3,600.00
Vast Graphics	\$ 4,200.00
Supplies	\$ 5,000.00
Postage	\$ 250.00
Chuck Wagon Breakfast	\$ 500.00
Food 3 days	\$ 25,025.00
Flowers	\$ 4,750.00
Other Labor	\$ -
Other	\$ -
Total	\$ 120,762.50

Museum of the Big Bend 2025/2026 HOT Funding Report

The Museum of the Big Bend received \$45,000 for the fiscal year 2025/2026 to help promote the Museum year-round as a tourist destination. The Museum used these funds for advertising in the following publications:

Blue Sky Productions
BBTM Travel Guide
Art of the West
TPW Magazine
USA Today Go Escape SW
Tourtexas.com
Texas Meeting and Events
TX Monthly
Big Bend Travel Guide
Western Art
MPRadio
Meta Ads
TX Hwys

Advertising included social media campaigns, radio, and print ads.

The Museum contracted with Vast Graphics and paid for their services to create the ad content for all the advertising campaigns in the publications listed above as well as for ad placements in the Alpine Avalanche. Vast Graphics also created the designs for Save the Date cards and invitations for all exhibits the Museum mounted during the 2025/2026 cycle, updated the Museum's website and sent out monthly eblasts to the 6000+ member list.

The Museum paid for all printing and mailing costs for the Save the Date cards and invitations. The Museum paid for ad placements in the Alpine Avalanche, Jeff Davis Mountain Dispatch, and a portion of MPRadio ads.

The Museum generated approximately \$70,022 in FY2025 admission fees and approximately \$54,642 YTD for FY2026. This revenue funds the salary and benefits for the Administrative Specialists and part of the salary and benefits for the Curator of Temporary Exhibits and Event and Gift Shop Coordinator.

During 2024/2025 visitors to the museum were from all 50 states plus Washington, DC and the countries of Austria, Australia, the Bahamas, Belgium, Canada, France, Germany, Italy, Japan, Korea, Mexico, the Netherlands, New Zealand, South Africa, Switzerland, Singapore, UK, and Argentina.

Museum of the Big Bend 2025/2026 Estimated Attendance /Economic Impact

The museum has generated approximately \$54,642 in admission fees and 6800 visitors for 2026 with a projection of \$90,00+ admission fees and 12,000+ visitors by end of FY26. The projections are reached based on the expanded reach of advertising, new initiatives, growth of the Emmitt and Miriam Mcoy Cultural Events Center, and the reach of shows being mounted. As shown by the Museum's Guest Register the majority of visitors stay in Alpine hotels. These visitors are from all 50 states as well as over 20 other countries (see HOT Funding Report).

The Museum has received numerous recognitions that have helped cement its reputation as one of the top West Texas destinations for visitors from all over the world. USA Today readers selected MoBB as the #4 Best Small-Town Museum (third year in top 10). Travel Texas awarded MoBB as the Best Museum in the small market category for the 6th year in a row and Tru West magazine selected the museum as one of the Top 10 Western Museums. This was featured in their September/October issue. The museum continues to be a big draw to visitors to the Big Bend region and makes an overnight stay in Alpine a must for tourists.

The Museum of the Big Bend has served as a home to many artifacts and historic materials, but a new addition has been affixed to the collection. Hailing from Lubbock, Dr. Emily Wilkinson accepted the role of director and began work in January 2026. A graduate of Texas Tech University, she earned a bachelor's degree in Family Studies, a teaching certification, a master's degree in museum science, and a Ph.D. in Higher Education Research. Dr. Wilkinson's qualifications are highlighted by her experience working at various museums, in archeology, and by her previous position as the Executive Director of the Public Art Program for the Texas Tech system. She has been very engaged in her communities and is passionate about educating the public about art. Her wide array of skills and credentials are expected to be a wonderful asset to MoBB and continue to drive visitors to Alpine, Tx.

The Museum will host the Smithsonian's traveling exhibition, "*Spark! Places of Innovation*" July 3-August 8, 2026. Coinciding with the exhibition will be a series of activities and events throughout the tri-county region that will showcase the many ways innovation has arisen in our small rural communities. "*Spark! Places of Innovation*," not only showcases an installation that informs guests about the community and region, but also actively involves locals through events and programming. Specifically designed to engage and celebrate local communities and their innovations, the exhibit features events, talks, workshops, performances, innovation fairs, and more—all connecting directly to the exhibit's core themes. The museum is one of just six places selected for the 2026-2027 season, including Experience Atlanta, Texas, the Kerr Arts and Cultural Center in Kerrville, Main Street Taylor, Snyder Chamber of Commerce and Kinney County Post in Brackettville. This exhibition will drive out-of-town traffic to the region and help build a lasting interest in repeated visits and hotel stays.

The Yana and Marty Davis Map room is being relocated from the basement to a newly renovated 1,100 SF curatorial and research space on the first floor. The space will open for public viewing/tours in mid-2026. Visitors to the Briscoe Museum in San Antonio are introduced to one of the most significant private map collections in the country with *Going to Texas: Five Centuries of Texas Maps*. On loan from the Museum of the Big Bend, the exhibition explores 66 original maps from the renowned Yana and Marty Davis Map Collection. Visitors can take a one-of-a-kind journey through nearly 500 years and

trace Texas' remarkable transformation from the days of New Spain to the modern era in this rare public showing of the collection widely regarded as one of the most important Texas cartography collections in existence. The museum plans to increase advertising in this area to capitalize on this exhibit, the map room renovation, and interest in the area. This will increase visitation to the area as well as hotel stays.

Another focus for 2026/2027 is the increased promotion and advertising of the Cultural Events Center as a destination for weddings, corporate meetings, and events that will bring in out-of-town visitors. There are currently 4 weddings, 50-85% out-of-town guests, for 2026/2027 as well as multiple engagement parties/bridal showers. The CEC also holds recruitment events throughout the year for potential SRSU athletes and students. This will continue to bring in out-of-town families that typically stay 1-2 nights in local hotels.

2026/2027 Museum of the Big Bend Exhibit and Event Schedule

Miguel Valverde – Desierto Peregrino

December 5, 2025 – February 28, 2026

A glimpse into northern Mexico through the eyes of artist Miguel Valverde, exploring color, identity, and the spirit of the desert. Miguel Valverde is a Mexican artist from Chihuahua, Mexico with over twenty years of experience. His work spans paintings, muralism, and sculpture.

Kathleen Frank and Mark Harris Yale – The New American West by Brush and by Bronze

March 6, 2026 – May 30, 2026

A fusion of vibrant oil paintings, by Kathleen Frank, celebrating Texas' breathtaking landscapes and Mark Yale Harris' acclaimed bronze sculptures that illuminate our connection to one another and the natural world.

Bobby Greeson – Quaerite et Invenietis: 50 Years of Wandering and Wondering

June 12, 2026 – September 12, 2026 / Alpine Photo Weekend June 12-13, 2026

Photography from a lifetime of travel by Bobby Greeson

Spark! Places of Innovation: Smithsonian Traveling Exhibit

July 3, 2026 – August 8, 2026, Education Room/Hallway

Museum of the Big Bend and Alpine have been chosen as one of six Texas communities by the Texas Historical Commission to host a Smithsonian Museum on Main Street traveling exhibit that takes a close look at the many ways innovation has arisen in small rural communities.

Fall Exhibit: *40th Trappings of Texas*

September 17, 2026 – October 31, 2026

Bringing the best of contemporary Western art and custom cowboy gear together under one roof in the ranching country of Big Bend. A Do Not Miss Event!

Opening Weekend September 17-19, 2026

September 17 - Preview Party at the Museum of the Big Bend, 5-8 pm.

September 18 - Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm and Opening Reception, Exhibit and Sale 6-9 pm.

September 19 – Ranch Round up Breakfast, Trappings of Texas presentations and demonstrations at the Museum of the Big Bend, 11 am-3 pm. Ranch Roundup Party/Live Auction on a private ranch starting at 5 pm - a once in a lifetime experience!

Heart Gallery – Many Hearts, One Mission

November 13, 2026 – Feb 13, 2026

Heart Galleries are portrait exhibits across Texas that illuminate the spirit and individuality of children who want to be adopted.

SRSU Faculty Show

Spring 2027

A wide range of artists and hidden talent in SRSU's Faculty and Staff

Jon Fleming

TBD

Photography of Italian Cowboys

TBD

Map Room Opens

TBD

Newly renovated Map Room will open to the public and for guided tours.

Events/Meetings at MoBB

Gandy Wedding – November 1, 2025

Alpine Visitor Experience Workshop – January 13, 2026

Wildlife Weekend Events – January 29-February 1, 2026

BRI Water in the Desert Events – February 11-12, 2026

Lonestar Poetry – February 2026

One Team Fellowship – March 25, 2026

Leadership Big Bend Conference – March 26, 2026

Border Prosecution Unit Conference – April 14 – 16 2026

SRSU Staff/Faculty/Student Recruitment and Retention Events – Year round

Road Scholar Tours - Feb 2026 – April 2026/Oct 2026 – November 2026

Tx Six Shooters Airstream Tour – April 10, 2026

BBAC Painting Workshop – April 24-26, 2026

National Fish/Wildlife Meeting May 5, 2026

Downtown Roundtable – July 9, 2026

ANRS and Rodeo Exs – July 18²⁰²⁶

Viva Big Bend Social – July 25, 2026

West Tx Philanthropy Days Social – July 29, 2026

Texas Wildlife Association Big Game Awards – Aug 5, 2026

Mills Wedding – August 9, 2026

Porter/Lupton Wedding – Sept 5, 2026

West of Pecos RV Tour – October 26, 2026

Currently working with 3 other wedding parties for future events.

Guitar in the Big Bend

February 2027

The Museum will host a classical guitar concert in the Cultural Events Center.

Lone Star Poetry Gathering

February 2027

The Museum will host poetry sessions and breakout events in the Cultural Events Center and the Education Room.

2026/2027 Proposed Marketing Plan - Museum of the Big Bend:

1. Confirm with magazines, travel guides and area visitor centers their schedules to receive ads both for print and online publication.
2. Increase online and print advertising for the Cultural Event Center to help promote weddings, corporate meetings, and organized travel tours.
3. Increase museum advertising by seeking out publications/digital platforms in larger untapped markets
4. Collaborate with area organizations to develop ads that can have shared costs and increase visibility for all involved.
5. Continuously update and correct the Museum of the Big Bend website, Instagram account and Facebook page.
6. Send out bi-monthly eblast reminders.
7. Create events on the Museum's Facebook page for upcoming exhibits, presentations, etc...
8. Work with Sul Ross News and Publication to create and send out timely press releases.
9. Work on finding new sources of on-line advertising.
10. Write copy for and provide images for area guides.
11. Have staff prepared to offer guided tours and activities for visitors
12. Hire an Educator/ volunteer to market to area schools TEKS approved tours and activities.
13. Seek out and bring knowledgeable lecturers and workshop presenters to enhance exhibits at the Museum.
14. Make sure that area hotels/motels and B & Bs know about upcoming exhibits at the Museum and provide Save the Date cards to promote the Museum.
15. Continue to document on the Museum Guest Register where visitors are staying in area hotels/motels.
16. Continue to work with campus departments to develop advertising that will recruit families and friends to the museum. This will contribute to the recruitment of students to Sul Ross State University. Their enrollment will bring visitors (family and friends) to Alpine for university events on a regular basis staying in local area hotels and eating in local restaurants.

Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register. The majority of registrants indicated that they have spent at least one night in an Alpine hotel.

2025/2026

Sept. – March: 7488

2024/2025

*Total Visitation: 9997

2023/2024

*Total Visitation: 13341

2022/2023

*Total Visitation: 11,947

2021

*Total Visitation 11,193

2020

*Total Annual Visitation: 13,000+

**Please note: the MoBB was closed from March 14-July 13, 2020 due to Covid 19.*

Event/Program Permit Application

Not required for this event.

Museum of the Big Bend 2026/2027 Preliminary Budget

Expenses:

Operating Expenses - \$85,000

Education Program - \$1,500

Advertising - \$52,000 (\$45,000 HOT. \$7,000 MOBB)

Gift Shop - \$75,000

Revenue:

Admission/Memberships - \$102,500

Gift Shop - \$95,000

Education Program - \$6,500

Cultural Events Center - \$18,000

Advertising (HOT) - \$45,000

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);

Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY
BY: 

2:55 pm

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application ***with all required attachments***, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted ***at the time the applications are due***. ***NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.***

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, ***starting no earlier than October 1, 2026 and ending no later than September 30, 2027.***

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. ***The grant report is strictly required and must be received in order to be eligible for any future grant funding.***

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 04/13/2026

Name of Organization: Museum of the Big Bend

Address: 400 N Harrison, Box C-101

City, State, Zip: Alpine TX 79832

Contact Name: Dr. Emily Wilkinson and Kristi Taylor

Contact Email Address: emily.wilkinson@sulross.edu ; kristi.taylor@sulross.edu

Contact Phone Number: 432.837.8747 432.837.8815

Web Site Address for Event or Sponsoring Entity: museumofthebigbend.com Non-Profit:

Tax ID#: 74-6000027 Private/For Profit:

Name of Event or Project: Trappings of Texas Entity Creation - 1925

Date of Event or Project: September 16, 2027 - November 6, 2027

Primary Location of Event or Project: Museum of the Big Bend

Amount Requested: \$35,000.00

How will the funds be used: Advertising to promote Trappings of Texas Opening Weekend and show.

Brief Description of Funded Activity/Facility: _____

Trappings of Texas exhibit and sale is a cherished tradition celebrating contemporary Western art and custom cowboy gear at the Museum of the Big Bend in Alpine TX

Percentage of Hotel Tax Support of Related Costs:

10% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 39

Expected Attendance: 2500+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: appx 1800+ during exhibit

How many nights will they stay: 2+ nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Will be done in 2027

How will you measure the impact of your event on area hotel activity? _____

Impact will be measured by MoBB Guest Register, Trappings of Texas registration, Art sales, and sponsorship packages

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Sul Ross State University, area businesses and private individuals

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ \$35,000
- Newspaper \$ _____ Radio \$ \$1500 TV \$ _____
- Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ \$300
- Digital or Social Media \$ \$7500 Other \$ \$26,000

What cities/regions/demographics will you reach with your advertising and promotions?
Trans-Pecos, High Plains, Central Hill Country, North/East Texas, TX Gulf Coast, Social Media/Digital will reach all 50 states and Mexico. Demographics 20-80 yr olds

What estimated number of individuals will your proposed marketing reach who are located in

another city or county? 100,000+

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$35,000
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity\$ _____

How many individuals are expected to participate? 5000

How many of the participants are expected to be from another city or county? 4500

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 3800

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*

- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

41st Annual Trappings of Texas Schedule of Events

Trappings of Texas celebrates the museum's commitment to help preserve the storied ranching heritage of West Texas. The museum will host a variety of programs, including artist talks, auctions, demonstrations, and special gatherings designed to deepen the connection to the people and stories behind the work. This is more than an exhibit – it's a celebration of craftsmanship, culture and community.

September 16, 2027 – November 6, 2027 - Exhibit and Sale

Premier Artist – Gear maker to be selected by jury led by Gary Dunshee

September 16 – 18 – Opening Weekend

September 16th – Preview Party at the Museum of the Big Bend

September 17th – Presentations and demonstrations throughout the Museum and Miriam and Emmitt McCoy building. Opening Reception Night

September 18th – Chuck Wagon Breakfast and Bloody Marys on the Lawn, Presentations and demonstrations throughout the museum and Miriam and Emmitt Mccoy building, Ranch Round Party at a private ranch.

Trappings of Texas 2025 HOT Funding Report

The Museum of the Big Bend received \$20,000.00 from the City of Alpine HOT funds to advertise the 39th Annual Trappings of Texas event at the Museum. The opening weekend of events was September 18 – 20 and the show closed on November 1, 2025. The Museum used these funds in the following publications:

Art of the West

TX Co-Op Power

True West

Western Art Collector

TX Monthly

Meta Ads

Marfa Public Radio

Advertising includes social media campaigns and print ads

The Museum contracted with Vast Graphics and paid for their services to create the ad content for the Trappings of Texas advertising campaigns in the publications listed above as well as for ad placements in the Alpine Avalanche. Vast Graphics also created the designs for Save the Date cards, sponsorship brochures and invitations for the show, updated the Museum's Trappings page to include all information on the weekend of events and images of 138 works available in the show and sent out monthly eblasts to the 6000+ member list.

The Museum paid for all printing, supplies, and mailing costs for the Save the Date cards, sponsorship brochure and invitations. The Museum paid for ad placements in the Alpine Avalanche. Additionally, the Museum worked with the Alpine Avalanche for their help in placing news articles and ads in newspapers in Odessa/Midland, San Angelo, Lubbock and Boerne.

The Museum generated \$120,314.00 in revenue that is used to fund the majority of the salary and all benefits for the Events/Gift Shop Coordinator and part of the salary and benefits for the Curator of Temporary Exhibits and Events and costs for future Trappings event/advertising.

2025 Trappings Attendance and Economic Report

The museum's Trappings of Texas event continues to grow each year. 2025 brought the largest attendance, sale, and sponsorship to date! The museum offered 138 items of art and gear from incredibly talented artists from around the world. In partnership with Gary Dunshee, auctioneers Logan West and Keith Franklin, and Alpine Lions Club the museum was able to bring in more gear, expand our international artist selection and hold a live auction on the SRSU lawn in conjunction with a chuck wagon breakfast, cowboy coffee and bloody mary/mimosa bar to compliment the Opening Weekend. Through increased partnerships, selection, and advertising the museum saw an increase in attendance of 29% over LY and a 33% increase in net revenue. Most of the attendance increase was from out-of-town visitors staying at least 2 nights in Alpine for the Opening Weekend. Out-of-town visitation also saw a 28% increase during the months the show was open.

Visitation to the 2025 Trappings of Texas exhibit was 3200+ visitors. This was our largest exhibit and sale to date. According to the Museum Guest Register, registration cards, and art sales approximately 75% (3200) were from out of town and stayed hotels or B&Bs. Visitors were from Texas, Florida, New York, Colorado, North Carolina, Montana, Minnesota, New Mexico, Utah, Pennsylvania, California, Mississippi, Oregon, Ohio Washington, Louisiana, Iowa, Tennessee, Georgia, Washington DC, Indiana, Missouri, Arizona, Wisconsin, Virginia, South Carolina, Alabama, and the countries of Argentina, Canada, Australia, France, Austria, Germany, Mexico, the Netherlands, New Zealand, and the UK.

2027 Proposed Marketing Plan for Trappings of Texas:

1. Confirm with magazines their schedules to receive ads both for print publication and on-line. Mid-January 2027.
2. Begin to look at new advertising spots to expand to major, untapped markets with strong Western art and ranching ties. Mid-January 2027
3. Work with experts in the field to bring in new artists and gear makers from around the world. Feb 2027
4. Set Juries to select artists/gear makers for show. April 2027.
5. Confirm artists that will be showing their works and set Premier Artist (2026 will be a Gear maker). May 2027.
6. Book blocks of hotels for out-of-town visitors and promote in Sponsorship Package and on invitations. May 2027.
7. Set Ranch Round up Party location. May/June 2027.
8. Send out Sponsorship packages. Mid-June 2027.
9. Set all menus/vendors for Opening Weekend. June 2027.
10. Work with and create press releases with Sul Ross State University Director of Communication. July 2027.
11. Work with out of area newspapers to create ads/press releases to promote the Trappings of Texas Weekend. July 2027.
12. Work with state-wide newspapers in select urban centers such as Austin, DFW, and Houston, among others, to create ads/press releases to promote the Trappings of Texas Weekend starting the second week of July 2027.
13. Begin sending Museum of the Big Bend e-newsletters to the 9000+ email addresses on a biweekly basis starting the first week of August 2027. This will include the Office of Alumni Affairs and the SRSU Rodeo Team mailing list.
14. Save the Date Cards sent to the 750 + addresses in the Museum of the Big Bend Little Green Light Mailing List. August 2027.
15. Additional Save the Date Cards will be distributed to area hotels/motels and B&Bs. August 2027.
16. Update the MoBB website to include information on slider bar on the home page as well as an exhibit page link. Also post sponsorship information and information on individual events over the course of the weekend. August 2027.
17. Update the Museum of the Big Bend and Trappings of Texas Facebook pages starting the first week of August 2027.
18. Create an event on the Museum of the Big Bend and Trappings of Texas Facebook pages. August 2027.
19. Print and mail formal invitations. Second week of August 2027.
20. Design and have printed posters for distribution in town and surrounding areas. Third week of August 2027.

Surveys and Tabulations from Prior Events:

Surveys and tabulations for the Museum of the Big Bend are acquired from the Museum of the Big Bend Guest Register:

2026

40th Annual Trappings of Texas

September 17, 2026 – October 31, 2027

2025

39th Annual Trappings of Texas

Opening Reception: 350

Total Visitation: 3272

2024

38th Annual Trappings of Texas

Opening Reception: 271

Total Visitation: 2,363

2023

37th Annual Trappings of Texas

Opening Reception: 262

Total Visitation to the Exhibit: 2,472

2022

36th Annual Trappings of Texas

Opening Reception: 265

Total Visitation to the Exhibit: 2,169

2021

35th Annual Trappings of Texas

Opening Reception: 225

Total Visitation to the Exhibit: 1,258

2020

***34th Annual Trappings of Texas**

****CANCELLED due to Covid 19. The Museum did hold an on-line sale and the exhibit opened to the public on July 14-September 18, 2020.***

2019

33rd Annual Trappings of Texas

Opening Reception: 250

Total Visitation to Exhibit: 3,737

2018

32nd Annual Trappings of Texas

Opening Reception: 300

Total Visitation to Exhibit: 4,454

Event/Program Permit Application

Not required for this event.

r for Individual Breakdown

- 2

Altons and Petersons as underwriters on printing

1 - \$514.00

00

uction - \$400.00

\$54.00

ponsorships) - \$155.00

hly Sponsored Article - \$527.00

ewrites) - \$150.00

.155.00

10.00

Supplies Breakdown		
Live Auction Bloody Mary/Mimosa - \$89.33		Temp Employees: 12.50/hr
Ribbons for Nametags - \$525.00		Eva - 3.5 hrs
Ballot Box Stickers - \$33.16		Jean 7.5 hrs
Ballot Books - \$1497.68		
Name Badge Holders - \$181.38		
Ballot Boxes - \$98.97		
Invitation Clear Envelopes - \$90.06		
1000 Reply Envelopes - \$177.00		
1000 Sponsorship Clear Envelopes - \$107.58		
Invitations - \$1192.94		

Event Name	Fiscal Year
41st Annual Trapping Prelim Budget	2027-2028
Revenue	Amount
HOT Funds	\$ 35,000.00
Sponsorships and Donations	\$ 81,500.00
Ticket sales	\$ 13,500.00
Art Sales	\$ 150,000.00
Live Auction - Sat AM	\$ 25,000.00
Silent Auction - Ranch Roundup	\$ 4,500.00
Total	\$ 309,500.00
Event Expenses	Cost
Ranch Roundup Party	\$ 19,000.00
Advertising	\$ 45,000.00
Alcohol/Bartender	\$ 5,000.00
Bands - 3	\$ 8,300.00
Temp Employees - 13.75 hrs	\$ 137.50
Printing	\$ 3,600.00
Vast Graphics	\$ 4,200.00
Supplies	\$ 5,000.00
Postage	\$ 250.00
Chuck Wagon Breakfast	\$ 500.00
Food 3 days	\$ 25,025.00
Flowers	\$ 4,750.00
Other Labor	\$ -
Other	\$ -
Total	\$ 120,762.50

41st Annual Trappings of Texas Schedule of Events

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Total Visitation to Exhibit: 4,454

Event/Program Permit Application

Not required for this event.

Event Name Fiscal Year
 39th Annual Trappings of Texas 2026

Revenue	Amount
HOT Funds	\$ 20,000.00
Sponsorships and Donations	\$ 61,850.00
Ticket sales	\$ 10,750.00
Art Sales	\$ 100,401.00
Live Auction - Sat AM	\$ 19,400.00
Silent Auction - Ranch Roundup	\$ 2,010.00
Total	\$ 214,411.00

Sponsorships/Donations: See Folder for Individual Breakdown

- Top Hand Sponsors - 17
- Cow Boss Sponsorship - 9
- Cattle Baron Sponsorship - 11
- Gold Cattle Baron Sponsorships - 8
- Diamond Cattle Baron Sponsorships - 2
- Underwriters - 1 (museum included Altons and Petersons as underwriters on printings)

Printing (Print Shop) Breakdown:

- 700 Address Cards - \$306.25
- 700 Reply Cards - \$700.00
- 500 Buyers Cards - \$21.88
- 80 11x17 Posters - \$80.00
- 200 2025 Buyers Guides - \$2000.00
- Name Tags - \$35.00
- Drink Tickets - \$26.00
- 350 Sponsorship Booklets - \$348.48

Vast Graphics Breakdown:

- Website Updates - \$207.00
- Meta Ads - \$80.00
- Online Tickets - \$47.00
- Drink Tickets - \$27.00
- Name Badges - \$34.00
- Event Poster - \$67.00
- Banner Stand - \$141.00
- Invitation Booklet Layout/Production - \$514.00
- Invitation Reply/Address Card - \$94.00
- Online Art Gallery - \$800.00
- Marking Images SOLD - \$120.00
- Sponsor Booklet Design/layout/production - \$400.00
- Sponsor Packet Reply/address card - \$54.00
- Website Updates (contest/online sponsorships) - \$155.00
- Print ads design - \$320.00
- Web Ads (TX Monthly) - \$120.00

Event Expenses	Cost
Ranch Roundup Party	\$ 18,014.35
Advertising	\$ 22,644.00
Alcohol/Bartender (PP, OR)	\$ 2,972.00
Bands - 3	\$ 8,300.00
Temp Employees - 13.75 hrs	\$ 137.50
Printing	\$ 3,517.61
Vast Graphics	\$ 4,012.03
Supplies	\$ 3,993.40
Postage	\$ 231.52
Chuck Wagon Breakfast	\$ 500.00
Food Sky Island	\$ 25,025.00
Flowers Open Road Florals	\$ 4,750.00
Other Labor	\$ -
Other	\$ -
Total	\$ 94,097.41

Net Revenue \$ 120,313.59
44.00%

Advertising Breakdown

Meta Ads - \$730.00

True West - \$1895.00

TX Co-op - \$9000.00

Western Art - \$2400.00

TX Monthly - \$5975.00

Alpine Avalanche - \$567.00

Alpine Avalanche - \$567.00

Alpine Avalanche - \$1510.00

Supplies Breakdown

Live Auction Bloody Mary/Mimosa - \$89.33

Ribbons for Nametags - \$525.00

Ballot Box Stickers - \$33.16

Ballot Books - \$1497.68

Name Badge Holders - \$181.38

Ballot Boxes - \$98.97

Invitation Clear Envelopes - \$90.06

1000 Reply Envelopes - \$177.00

1000 Sponsorship Clear Envelopes - \$107.58

Invitations - \$1192.94

Vast Grapics Breakdown (cont.)

Writing, Photos, Editing for TX Monthly Sponsored Article - \$527.00

Consultaion w/ Pam LeBlanc (edits/rewrites) - \$150.00

Web Edits, FB Header, Artist App. - \$155.00

Band Breakdown:

Rick Ruiz and a Few Too many - \$1800.00

Neil Trammall - \$3500.00

Craig Carter -\$ 3000.00

Temp Employees: 12.50/hr

Eva - 3.5 hrs

Jean 7.5 hrs



April 16, 2026

Mr. Geo Calderon
City Secretary
100 N. 13th
Alpine, TX, 79730

Dear Mr. Calderon/HOT Committee:

I am submitting a HOT Grant application for consideration. Please find enclosed the following:

- HOT Grant Application
- Event Budget
- Marketing Plan
- Activities schedule
- Economic Impact Statement
- 2025 Event Report

Our primary goal is to increase hotel occupancy and sales tax revenue for the City of Alpine through high-quality cultural programming.

Thank you,

Cynthia Perdue
President

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY: [Signature] 3:00 pm

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 1, 2026

Name of Organization: Big Bend Bluegrass Association

Address: 420 Duncan's Lookout

City, State, Zip: Alpine Tx 79830

Contact Name: Cynthia Perdue

Contact Email Address: bbbatx21@bigbendbluegrass.com

Contact Phone Number: 432-238-6850

Web Site Address for Event or Sponsoring Entity: bigbendbluegrass.com

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: 87-2051724 Entity's Creation Date: August, 2021

Name of Event or Project: Annual Big Bend Bluegrass Festival

Date of Event or Project: October 2&3, 2026

Primary Location of Event or Project: Alpine Civic Center, Alpine Tx.

Amount Requested: \$22,000.00

How will the funds be used: Funds will be used to promote the arts, community and surrounding area for the 5th Annual Big Bend Bluegrass Festival more specifically for out of region marketing, performance fees, production cost

Brief Description of Funded Activity/Facility: The 5th Annual Big Bend Bluegrass Festival is a premier culteral event scheduled for October 2-3, 2026, at the Alpine Civic Center. As a milestone year for the festival, this project is vital for the economic engine of Alpine, Texas, while simultaneously fostering regional education and the preservation of an American roots tradition.

Percentage of Hotel Tax Support of Related Costs:

60 Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 4 years

Expected Attendance: 300+

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: at least 85%

How many nights will they stay: two or more

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: yes - as of application date there is a block of 15 rooms - with discounts available when booking for festival

How will you measure the impact of your event on area hotel activity? communication with hotel staff/survey/zip code data with ticket purchases

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: local businesses, PBAF, Annie Riggs Museum, and private donors
4Imprint

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 11,110.00
- Newspaper \$ 1000.00 Radio \$ 1100.00 TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ 200.00
- Digital or Social Media \$ 7470.00 Other \$ 1340.00

What cities/regions/demographics will you reach with your advertising and promotions?
Regions reached will span from East coast to West - local regions outside of a 60+ mile radius and target multi-day travelers from major hubs; retirees and young families; typical ages ranging from 35-65+

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 200,000 +

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ 200.00
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 10,000.00
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 12,000.00
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? 300+

How many of the participants are expected to be from another city or county? 200+

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 200+

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Big Bend Bluegrass Festival Activities

Songwriting contest for youth and adults – entry date to be announced

October 1st – Thursday

- Set up civic center
 - (tentative) public jam @ Hotel Parker or other designation with out-of-town musicians

October 2nd – Friday

- 4:00 PM – festival starts @ civic center

October 3rd – Saturday

- Bluegrass N Biscuits (proposed)
- workshops start @ 9:00 AM
 - Songwriting workshop
 - Guitar workshop
 - Tentative workshop
 - Art vendors
 - Food vendors
 - Drawings/raffle
 - Free admittance for first responders (both days)
- Sul Ross discounts (both days)
- 12:00 PM – festival starts (artist line-up not yet available)

October 4th – Sunday

- TBA – band @ The Ritchy

This is a tentative schedule of activities and subject to change



Economic Impact

When considering the economic impact of an event like the Big Bend Bluegrass Festival for a town like Alpine, TX, it's important to look at several key areas. Here's a breakdown of how this event will impact the local economy and put heads in beds:

Key Areas of Economic Impact:

- **Tourism and Hospitality:**
 - Increased hotel occupancy: The Big Bend Bluegrass Festival, and other festivals, will draw in visitors from outside the region (60+ radius), filling hotel rooms and other lodging accommodations.
 - Restaurant and food service: Attendees will spend money at local restaurants, cafes, and food vendors.
 - Retail sales: Visitors often purchase souvenirs, local crafts, and other goods from shops in Alpine.
 - marketing (social media, radio, regional blogs) specifically targets people *outside* of Brewster County.

- **Local Businesses:**
 - Increased revenue: Local businesses experience a surge in sales during a festival.
 - Vendor opportunities: The festival provides opportunities for local vendors to sell their products and services.

- **Community Enhancement:**
 - Increased visibility: Festivals can raise the profile of Alpine, attracting future visitors and potential businesses.
 - Cultural enrichment: Festivals, like the Big Bend Bluegrass Festival, contribute to the cultural vibrancy of the community.

- **Indirect Economic Effects:**
 - "Ripple effect": Money spent by visitors circulates through the local economy, benefiting various businesses and individuals.
 - Increased tax revenue: Increased sales and occupancy can generate additional tax revenue for the city.



- **In the Specific Case of Alpine, TX:**

- Alpine is a gateway community to Big Bend National Park, so it already benefits from tourism. The bluegrass festival will provide an additional boost to the local economy.
- The festival's focus on music and culture will attract a specific demographic of visitors who are interested in the arts and local experiences. We reach a specialized audience of **roots-music enthusiasts, RV travelers, and outdoor recreationists**. Bluegrass attendees are traditionally **high-disposable-income consumers** with above-average levels of education. They are "intent-based" travelers who invest in quality cultural experiences, local dining, and boutique lodging. These visitors often combine the festival with other local activities like stargazing and visiting the National Park, extending their economic impact in Alpine.
- Our website and social media will feature a prominent "Where to Stay" section, linking directly to Alpine's hotel tax-paying property partners to ensure a seamless booking experience for out-of-town guests. Our goal is to surpass our previous numbers of 300+ attendees for our milestone anniversary.

Professional Musical Excellence: This project supports the booking of world-class talent, including the return of the Grammy-nominated group **Special Consensus**. These headlining acts not only anchor the event but provide the "star power" necessary to sustain Alpine's reputation as a rural hub for the arts.

The 5th Annual Big Bend Bluegrass Festival is more than a concert series; it is a sustainable community project that blends **economic revitalization with cultural enrichment**. By supporting this event, The City of Alpine is investing in the long-term vitality of Alpine and the continued growth of a beloved regional tradition headquartered in our community.

BIG BEND BLUEGRASS



A S S O C I A T I O N

EVENT REPORT

ANNUAL BIG BEND BLUEGRASS FESTIVAL

OCTOBER 3-4, 2025

Alpine Civic Center

Alpine Tx. 79830

4th Annual
October 3-4
2025



Alpine Civic Center, Alpine Tx.

Big Bend Bluegrass Festival
Alpine Tx



Edgar Loudermillk Band



Larry Stephenson Band
and more!



Purple Hulls



lineup subject to change without notice

GET YOUR ADVANCE TICKETS and
ACCOMMODATION DISCOUNTS AT
BIGBENDBLUEGRASS.COM

Save on
advance
tickets!

food
jamming
workshops

for more information call 432/238-6850
or email bigbendbluegrasstx@gmail.com

Host Hotel



Key Achievements:

- **Attendance Growth:** The event saw new first time attendees' growth by 5% in total the attendance. Volunteerism saw an increase in local community volunteers.
- **Financial Performance:** Pre-sale ticket activity saw a slight decline over the 2024 pre-sale activity. Revenue from ticket sales, merchandise, and sponsorships was \$14,208.00.
- **Attendee Satisfaction:** Post-festival surveys indicated a 100% satisfaction rating, exceeding the target of 95%. Positive feedback was received regarding the quality of the performances, the festival's atmosphere, and the organization of workshops and jam sessions.
- **Media Coverage:** Secured coverage in four regional publications, exceeding the target of three. These publications included Bluegrass Standard, Bluegrass Unlimited, Bluegrass Today and California Bluegrass Association and are published monthly. Radio ads and interviews were used for promoting locally and in the Austin and San Antonio areas.
- **Social Media Engagement:** Achieved over a 50% increase in social media engagement (likes, shares, comments) on festival-related posts. Facebook and Instagram were utilized for social media promotion. Reported from a digital advertising campaign saw strong, sustained exposure to the national bluegrass community. Through coordinated magazine, email, and social media outreach, the campaign successfully built excitement and strengthened the festival's reputation as a leading Texas bluegrass event.
- **Community Engagement:** Successful workshops drew attendance from Ft. Davis and Alpine. The jam tent drew crowds throughout the day. There was a positive response to local businesses and restaurants.
- **Lodging:** The host hotel, Hotel Parker, had numerous rooms filled for the festival. Attendees also stayed at The Holland Hotel, Value Lodge, and Holiday Inn. Others utilized the local Airbnb facilities and local campgrounds.

Budget

Figure 1 demonstrates where the advertising dollars were spent for the 2025 festival. BBBA feels that social media has been the strongest tool for advertising to reach its targeted demographics so far as indicated above in Social Media Key Achievement.

Money Out	
Bluegrass Standard	
Full of ad x 3	\$900
Social media posts x 3	\$450
Designated blasts	\$750
Bluegrass Unlimited	\$2,100
Bluegrass Today	\$1,470
IBMA	\$0
KALP - Alpine	\$300
KIUN - Pecos	\$300
KACT	\$0
KOOP	\$500
Boeme Radio	\$1,000
MARFA Public Radio	\$0
Facebook	\$1,000
Alpine Avalanche	\$1,000
California Bluegrass Assc. Ad	\$740
Canva	\$500
Printco	\$150
SPBGMA	\$150
Google	\$1,000
Total expenses	\$12,310

Fig. 1

Figure 2 presents the expenses for the performing arts/bands for the 4th Annual Big Bend Bluegrass Festival. The groups came from Tennessee, Georgia, Louisiana, Texas and Alpine.

Money Out	
Edgar Loudermilk	\$3,500
Larry Stephenson	\$8,000
Purple Hulls	\$4,000
Catahoula Drive	\$3,000
Edwards Brothers	\$300
Total expenses	\$18,800

Fig. 2

Figure 3 presents other expenses related to the festival that are not presented in Figures 1 or 2.

SHOW EXPENSES		<i>All costs below are estimates; these will be finalized into actuals at time of settlement</i>		
Element:	Vendor:	Cost:	Element:	Cost:
Advertising		\$ -	Misc Items - swag	\$ 600.00
Catering		\$ 1,000.00	Runners	\$ -
Decorations - Venue		\$ 400.00	Site barricade / cones / plywood / gp	\$ -
Expendables		\$ -	Stage Sound	\$ 1,000.00
Hotels		\$ 3,200.00	Telephones / Internet	\$ -
Insurance- general liability		\$ 200.00	Tents / Tables / Chairs / Linens	\$ -
TOTAL SHOW EXPENSES			\$ 6,400.00	

Figure 3

II. CHALLENGES AND AREAS FOR IMPROVEMENT:

- **PARKING AND TRANSPORTATION:** NO REPORTED ISSUES
- **VENDOR MANAGEMENT:** OPPORTUNITIES EXIST TO STREAMLINE VENDOR SETUP AND MANAGEMENT, AND TO INCREASE THE VARIETY OF VENDORS.
- **VOLUNTEER COORDINATION:** WHILE VOLUNTEER SUPPORT WAS APPRECIATED, THERE IS ALWAYS ROOM FOR IMPROVEMENT IN VOLUNTEER COORDINATION AND COMMUNICATION.
- **MEDICAL RELATED ISSUES:** FIRST AID KIT WAS NOT FOUND ON PREMISES. FIRST AID WAS NEEDED WHEN SOMEONE ATTENDING THE FESTIVAL SCRATCHED THEIR ARM AND NEEDED A BAND AID. FIRST AID KIT WILL BE BROUGHT BY FESTIVAL PRODUCER.
- **UNFORSEEN INCIDENTS:** NO UNFORSEEN INCIDENTS OTHER THAN FIRST AID KIT

SUMMARY

BBBA spoke with the bands and individual attendees about the festival, and all have indicated that the event was a success. Others have emailed the association with their comments to express how much they enjoyed the event and are looking forward to returning in 2026. There were at least 251 people in attendance for the event. BBBA expects these numbers to grow for 2026. The number of tickets sold online (advanced) was not as strong, however the door ticket sales saw an increase and that number is expected to grow for 2026.

Advertising for the event went well. Social media still appears to be the strongest tool to date. Magazine ads, radio, flyers at other festivals, and word of mouth are working also.

The workshops provided were successful and well attended. Songwriting and guitar workshops were free and open to the public. Band members of the groups that were at the festival led these workshops.

At least 15 hotel rooms were booked for the festival at Hotel Parker. Others stayed at The Holland, Value Lodge, The Alaskan and Airbnb rentals. The majority of festival attendees were out of town visitors. BBBA can report some of the out-of-town visitors are known to be from Crane, McCamey, Ft. Davis, Fredericksburg, San Angelo, Austin, Lubbock, Arizona, Utah, New Mexico, Oklahoma, Georgia, and Tennessee. Festival goers started arriving as early as Wednesday the week of the festival. The Lost Alaskan was full with campers, some arriving early in the week. We do know that there were visitors that arrived as early as Tuesday and stays through Monday.

A jam tent provided for people to use during the festival and many folks participated in the jams.

BBBA wants to thank the City of Alpine for its continued support of the bluegrass festival and all of the sponsors and volunteers who helped make this event possible.

DATE 01/10/2026



BIG BEND BLUEGRASS MARKETING PLAN

2026

PRESENTED BY: CYNTHIA PERDUE
PRESIDENT
420 DUNCAN'S LOOKOUT, ALPINE TX. 79830

BIG BEND BLUEGRASS MARKETING PLAN

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	5 th Anniversary of the Annual Big Bend Bluegrass Festival
Campaign Manager:	Cynthia Perdue

OBJECTIVE

To achieve our mission of driving tourism and promoting the arts, we have established the following measurable objectives for the 2026 festival:

- **Objective 1:** Increase out-of-county visitor attendance by 10-15% compared to the 2025 event, as verified by zip code data collection at the entrance.
- **Objective 2:** Generate a minimum of 35+ local hotel room nights by partnering with local lodging providers and promoting "Festival Stay" packages to out-of-region ticket holders.
- **Objective 3:** Present a high-caliber artistic program featuring 5 professional acts, including nationally recognized talent (e.g., Special Consensus), along with regional to solidify Alpine's status as a regional destination for roots music.
- **Objective 4:** Deliver 100% of our planned "Bluegrass Blooms" educational workshops, providing professional mentorship to at least five or more local youth participants.

TARGET MARKET

TARGET DEMOGRAPHICS

The 5th Annual Big Bend Bluegrass Festival attracts a high-value demographic of "Cultural Tourists" and "Experience Seekers." Based on regional tourism data and industry standards for bluegrass festivals, our audience is characterized by the following:

- **Primary Geographic Reach:** Our marketing specifically targets the "60-mile-plus" traveler from major Texas hubs, including Midland/Odessa, El Paso, and the Permian Basin. Regional tourism reports indicate that these areas are the primary sources of overnight visitation for Brewster County.
- **Age & Lifecycle:** The core audience typically ranges from age 35 to 65+. This includes "Active Empty Nesters" and "Retirees" with a high propensity for multi-day travel, as well as young families attracted to our youth-focused "Bluegrass Blooms" initiatives.
- **Socioeconomic Profile:** Bluegrass attendees are traditionally high-disposable-income consumers with above-average levels of education. They are "intent-based" travelers who invest in quality cultural experiences, local dining, and boutique lodging.

- **Travel Habits:** Data from the Big Bend region shows that our target demographic travels in groups of 2–4 individuals and stays an average of 2+ nights. Our scheduling for October 2–3 is designed to capture the "long weekend" traveler.
- **Niche Interests:** We reach a specialized audience of roots-music enthusiasts, RV travelers, and outdoor recreationists. These visitors often combine the festival with other local activities like stargazing and visiting the National Park, extending their economic impact in Alpine.

MESSAGE SUMMARY

By allocating \$10,000 specifically to out-of-region promotion, we are ensuring that the \$12,000 investment in world-class musical talent reaches the widest possible audience, maximizing the 'Heads in Beds' impact for Alpine's hospitality sector.

CALL TO ACTION

WHAT IS THE DESIRED OUTCOME?

Desired Outcome for the Big Bend Bluegrass Festival 2026

The primary desired outcome for the 5th Annual Big Bend Bluegrass Festival is to generate a measurable increase in regional tourism and overnight visitation for the City of Alpine. By leveraging a milestone 5th-anniversary program featuring Grammy-nominated talent, we aim to convert out-of-region visitors into multi-night 'destination travelers,' directly increasing local hotel occupancy and sales tax revenue. Simultaneously, we seek to expand the impact of our new 'Bluegrass Blooms' initiative, providing local youth with professional mentorship that builds character and artistic confidence. Ultimately, success will be defined by a combination of high-volume, out-of-county attendance and the successful delivery of educational workshops, ensuring the festival remains a sustainable economic and cultural anchor for the Trans-Pecos region. Success will be measured by **zip code data** collected at the gate and pre-ticket sales to track traveler distance and

This outcome emphasizes not only growth in numbers but to establish the City of Alpine as musical destination, community impact, cultivating a new generation of musicians. and long-term sustainability.

PULL-THROUGH OFFER

There will be different pull-through offers leading up to the festival:

- ❖ **OFFER #1:** "Purchase a 2-day festival ticket bundle during our early bird period and receive a **15% discount on official BBBA merchandise!** Show your support and take home a piece of the Big Bend bluegrass experience." The offer will occur at specified times via email and social media.
- ❖ **Pull-Through:** Drives early ticket sales and increases merchandise revenue.
- ❖ **Target Audience:** Festival enthusiasts, merchandise collectors.
- ❖ **OFFER #2:** "Sign up for our email newsletter and follow us on social media for a chance to win **hotel accommodations (1 room, Friday & Saturday) at our host hotel and two weekend passes!**"
- ❖ **Pull-Through:** Grows email list and social media following, and promotes online engagement.
- ❖ **Target Audience:** Digital-savvy music fans, potential festival attendees.

PROCESS

LIST DEVELOPMENT

A comprehensive list development plan is crucial for the success of the Big Bend Bluegrass Festival. The list development plan will focus on building and maintaining a strong network of contacts, including potential attendees, members, donors, and partners for the Big Bend Bluegrass Festival.

I. Email List Development:

- **Goal: Expand the BBBA's email subscriber list with targeted contacts.**

Actionable Steps:

- Implement website signup forms with clear calls to action (e.g., "Stay updated on festival news," "Join our bluegrass community").
- Offer email signup opportunities at festival events, workshops, and jam sessions.
- Run targeted social media campaigns to drive email signups.
- Create valuable email content, such as exclusive festival updates, artist interviews, and bluegrass resources.
- Segment the email list based on interests and engagement (e.g., festival attendees, musicians, donors).
- Implement email marketing automation for welcome sequences, event reminders, and follow-ups.
- Offer a digital download, or some other digital item, for people that sign up for the email list.
- Metrics:
 - Email subscriber growth rate.
 - Email open and click-through rates.
 - Conversion rates from email campaigns.

II. Social Media Follower Growth:

- **Goal: Increase the BBBA's social media following on relevant platforms.**

Actionable Steps:

- Create engaging social media content (videos, photos, live streams, behind-the-scenes).
- Run targeted social media advertising campaigns.
- Utilize relevant hashtags to increase visibility.
- Engage with followers through comments, messages, and polls.
- Collaborate with bluegrass influencers and musicians.
- Run contests and giveaways to attract new followers.
- Cross-promote all social media platforms.
- Metrics:
 - Follower growth rate.
 - Engagement rates (likes, shares, comments).
 - Reach and impressions.

III. Member and Donor List Development:

- **Goal: Expand the BBBA's membership and donor base.**

Actionable Steps:

- Develop a tiered membership program with clear benefits.
- Create a dedicated "Donate" page on the BBBA website.
- Implement a CRM system to track member and donor information.
- Organize donor appreciation events and recognition programs.
- Explore grant opportunities and foundation funding.
- Develop a planned giving program.
- Have donation options at all events.
- Metrics:
 - Membership growth rate.
 - Donor acquisition and retention rates.
 - Donation amounts and frequency.

IV. Partner and Sponsor List Development:

- Goal: Build strong relationships with partners and sponsors.

Actionable Steps:

- Identify potential partners (local businesses, tourism agencies, music organizations).
- Develop sponsorship packages with clear benefits and ROI.
- Create a partner/sponsor directory on the BBBA website.
- Organize partner/sponsor networking events.
- Recognize partners and sponsors at festival events.
- Maintain constant communication with current partners.
- Metrics:
 - Number of partners and sponsors.
 - Sponsorship revenue.
 - Partner satisfaction.

V. Community Outreach List Development:

- Goal: Build relationships with local community members and organizations.

Actionable Steps:

- Collaborate with local schools and community centers.
- Organize free community events (jam sessions, workshops).
- Participate in local festivals and events.
- Create a community outreach newsletter.
- Keep contact information for all people that participate in community events.
- Metrics:
 - Community event attendance.
 - Community engagement.
 - Community feedback.

Key Considerations:

- Data Privacy: Adhere to all data privacy regulations (e.g., GDPR, CCPA).
- List Segmentation: Segment lists to deliver targeted and relevant content.
- Relationship Building: Focus on building genuine relationships with contacts.
- Regular Maintenance: Keep lists up-to-date and remove inactive contacts.
- Cross promotion: promote all lists on all platforms.

PROSPECTING MECHANISM

By implementing a well-defined prospecting mechanism, the BBBA can effectively identify and engage potential attendees, members, and supporters, ensuring the long-term success of the festival and the association. Listed are tools used for prospecting:

Behavioral Data:

- Past festival attendance.
- Engagement with bluegrass music online or in person.
- Membership in related organizations.
- Donation history (if applicable).

Prospecting Channels and Tools:

- **Online Prospecting:**
 - **Social Media:**
 - Targeted advertising campaigns (Facebook, Instagram, etc.).
 - Social listening for relevant keywords and conversations.
 - Engaging with bluegrass-related groups and communities.
 - **Search Engine Optimization (SEO):**
 - Optimize the website for relevant keywords to attract organic traffic.
 - Create valuable content (blog posts, videos) that appeals to the target audience.
 - **Email Marketing:**
 - Build an email list through website sign-ups and festival registrations. (on-going)
 - Segment list based on demographics and interests.
 - Send targeted email campaigns promoting the festival and BBBA activities.
 - **Online Directories and Event Listings:**
 - List the festival on relevant online directories and event calendars.
 - Utilize platforms that target music enthusiasts and festival-goers.
 - **Streaming services:**
 - Advertising on streaming platforms that are popular with bluegrass listeners.
 - **Influencer Marketing:**
 - Identify and partner with bluegrass musicians, bloggers, and social media influencers.
- **Offline Prospecting:**
 - **Local Partnerships:**
 - Collaborate with music stores, community centers, and tourism agencies.
 - Cross-promote events and share contact lists (with permission).
 - **Networking Events:**
 - Attend bluegrass festivals, music conferences, and community events.
 - Build relationships with musicians, industry professionals, and potential attendees.
 - **Print Media:**
 - Place ads in local newspapers, magazines, and bluegrass publications.

- Distribute flyers and posters in relevant locations.
- **Radio:**
 - Run advertisements on local and regional radio stations.
 - Secure interviews and features on music-related programs.
- **Direct Mail:**
 - Send out postcards or brochures to targeted lists of people.
- **Attend related events:**
 - Set up booths at other music events, or outdoor recreation events.

Lead Qualification and Management:

- **Lead Scoring:**
 - Assign points to leads based on their demographics, interests, and engagement level.
 - Prioritize leads with higher scores for follow-up.
- **Customer Relationship Management (CRM) System:**
 - Use a CRM system to track leads, manage interactions, and automate follow-up.
 - This will help with organizing data, and keep track of interactions.
- **Lead Segmentation:**
 - Segment leads based on their interests and engagement level.
 - Tailor messaging and outreach to each segment.

Measurement and Optimization:

- **Track Key Metrics:**
 - Website traffic and conversion rates.
 - Social media engagement and follower growth.
 - Email open and click-through rates.
 - Ticket sales and attendance.
 - Lead generation costs.
- **Analyze Data:**
 - Use analytics tools to track and analyze data.
 - Identify which prospecting channels and strategies are most effective.
- **A/B Testing:**
 - Experiment with different messaging, offers, and outreach strategies.
 - Optimize campaigns based on performance data.
- **Regular Review and Adjustment:**
 - Regularly review prospecting mechanism and make adjustments as needed.
 - Stay up-to-date on the latest trends and best practices.

In summary, event sharing with groups of similar interests on social media, email distributions, event booths, word of mouth, poster and flyer distributions, locally and out-of-town, are some methods of prospecting.

PRE-EVENT FOLLOW-UP

Pre-event activity starts almost immediately after the event in October with securing artists to the lineup for the second annual event. Social media is used to brand the event while growing the audience at the same time. The website has been continuously updated for this purpose and BBBA has chosen different tools such as Mailchimp to use for the promotion and list distribution growth.

The event is promoted on heavily on social media approximately four to six weeks prior to the event. The email distribution list is used at least six months prior to the event to announce the line-up information, accommodation locations and any other pertinent information. As the event gets closer, email distributions about the event will be sent every week.

POST-EVENT FOLLOW-UP

After the event, BBBA will prepare its annual report to examine the metrics of the event to determine audience participation and revenue. BBBA will send an event follow-up email distribution.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

An opportunity qualification process and criteria are essential for the Big Bend Bluegrass Association (BBBA) to effectively prioritize its efforts and resources. This process helps determine which opportunities (sponsorships, partnerships, funding, etc.) are most likely to contribute to the association's goals and mission.

First and foremost, the opportunity qualification process (OQP) involves to actively seek out potential opportunities through research, networking, and proactive outreach and maintain a database or CRM to track identified opportunities.

A brief initial assessment to determine if the opportunity aligns with the BBBA's mission and values will be conducted and eliminate opportunities that are irrelevant or unsuitable. Ranking qualified opportunities based on their potential impact and alignment with the BBBA's strategic goals will be applied. Lastly, a decision whether the opportunity is to be pursued and if so, develop an action plan with the necessary steps, timelines and responsibilities and track the progress and results of said opportunity.

Additionally, all opportunities must meet the certain criteria that it directly supports the BBBA's mission of preserving and promoting bluegrass music. Listed here are a few of the opportunity qualification criteria (OQC) includes:

1. Does the opportunity align with the association's values and ethical standards.
2. Does it fit the strategic goals of audience growth, financial sustainability and community impact.
3. What is the potential impact of the opportunity on the BBBA's target audience, community, and brand.
4. Are there any potential risks or challenges?
5. Is the funding or support provided sustainable?
6. Does the opportunity offer the potential for a long-term, mutually beneficial relationship?
7. Will this opportunity benefit the community that the BBBA serves?

By implementing a rigorous opportunity qualification process, the BBBA can ensure that its resources are allocated effectively and that its efforts contribute to the long-term success of the association and its mission.

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Press releases	C Perdue	n/a
Social media	C Perdue/volunteer	Continuous
Email	C Perdue/K Gore	12-24 hrs.
Social	Artists/C Perdue/	Continuous

BUDGET

The budget for the 2026 event is attached as Exhibit A. By allocating \$10,000 specifically to out-of-region promotion, we are ensuring that the \$12,000 investment in world-class musical talent reaches the widest possible audience, maximizing the 'Heads in Beds' impact for Alpine's hospitality sector.

METRICS AND EXPECTATIONS

Metrics are quantifiable measurements that track progress and performance. They provide objective data to assess whether expectations are being met. Here are key areas and examples of metrics for the festival:

- **Attendance:**
 - Total number of attendees.
 - Attendance by day.
 - Percentage increase/decrease in attendance compared to previous years.
 - Demographic breakdown of attendees (age, location, etc.).
- **Financial:**
 - Ticket sales revenue.
 - Merchandise sales revenue.
 - Sponsorship revenue.
 - Vendor fees collected.
 - Total revenue.
 - Total expenses.
 - Net profit/loss.
 - Return on investment (ROI) for marketing and advertising.
- **Marketing and Outreach:**
 - Website traffic (unique visitors, page views, bounce rate).
 - Social media engagement (likes, shares, comments, follower growth).

- Email open and click-through rates.
- Number of media mentions and reach.
- Number of email subscribers.
- **Attendee Satisfaction:**
 - Attendee satisfaction ratings (from post-festival surveys).
 - Specific feedback on performances, workshops, vendors, etc.
 - Net Promoter Score (NPS).
- **Community Impact:**
 - Number of local vendors and performers participating.
 - Number of volunteers involved.
 - Economic impact on local businesses (hotel occupancy, restaurant sales).
 - Number of people reached by community outreach programs.
- **List Development:**
 - Email list growth.
 - Social media follower growth.
 - CRM contact growth.

II. Setting Expectations:

The set expectations for BBBA are listed:

- **Stakeholder Input:**
 - Involve festival organizers, volunteers, sponsors, and community members in setting expectations.
 - Gather feedback from past attendees.
- **Benchmarking:**
 - Compare the festival's performance to similar events in the area, regional and state.
 - Identify industry best practices.
- **Flexibility:**
 - Be prepared to adjust expectations based on changing circumstances.
 - Regularly review and update the intended goals.

III. Examples of Metrics and Expectations:

- **Metric:** Total attendance.
 - **Expectation:** Increase total attendance by 10% compared to the previous year.
- **Metric:** Social media engagement.
 - **Expectation:** Increase social media engagement (likes, shares, comments) by 20% within the next three months.
- **Metric:** Attendee satisfaction rating.
 - **Expectation:** Achieve an average attendee satisfaction rating of 90% or higher.
- **Metric:** Sponsorship revenue.
 - **Expectation:** Secure \$10,000 in sponsorship revenue.
- **Metric:** Email list growth.

- **Expectation:** Increase the email list by 250 subscribers before the next festival.

IV. Reporting and Analysis:

- **Regular Reporting:**
 - Generate regular reports on key metrics.
 - Share reports with festival organizers and stakeholders.
- **Data Analysis:**
 - Analyze data to identify trends and patterns.
 - Use data to inform decision-making and improve future festivals.
- **Post-Event Evaluation:**
 - Conduct a thorough post-event evaluation to assess performance and identify areas for improvement.

APPROVAL

Title	Name	Date 1	Date 2
Campaign Manager	Cynthia Perdue	Jan 1	Ongoing
Social media	C. Perdue/volunteer	Jan 1	Ongoing
Magazine ads/other	C. Perdue	Jan 1/Feb 1 March 1	Ongoing



April 17, 2026

Dear Members of Alpine's Hotel and Occupancy Tax Committee:

Two years ago marked the beginning of a new chapter in Alpine's 4th of July celebration. For the last 50+ years, the Kiwanis Club of Alpine organized and operated the event. In 2024, they passed the torch to an evolving group of local organizations and individuals who are taking on different parts of the planning and hosting. Some of these are American Legion Post 79, Alpine Lion's Club, David Pallanez, the Alpine Fire Department, Brewster County, Alpine's Police Department, the Alpine Community Band, Rick Stephens, Historic Alpine, and Alpine Community Projects. After this year's celebration, we will continue refining our processes to provide an event better event in 2026.

Thank you for your consideration.

Sincerely,

Kirsten Moody
Alpine Community Projects
(512) 560-6312
kirsten@alpinecommunityprojects.org

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY:  3:20 pm

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 17, 2026

Name of Organization: Alpine Community Projects

Address: 4000 Bradwood Road

City, State, Zip: Austin, Texas 78722

Contact Name: Kirsten Moody

Contact Email Address: kirsten@alpinecommunityprojects.org

Contact Phone Number: 512-560-6312

Web Site Address for Event or Sponsoring Entity: www.alpinecommunityprojects.org

Is your organization: Non-Profit: Yes Private/For Profit: _____

Tax ID#: 85-1264951 Entity's Creation Date: State-2/8/21
Federal 2/17/21

Name of Event or Project: Alpine's Fourth of July Celebration

Date of Event or Project: July 4, 2027

Primary Location of Event or Project: Brewster County Courthouse

Amount Requested: \$5,000

How will the funds be used: \$1900 for out-of-town advertising and \$2500 for arts promotion, mainly music.

Brief Description of Funded Activity/Facility: _____

Provide a small town 4th of July Celebration, drawing visitors who are attracted to that kind of celebration. We will also be trying to highlight other local events through promotion at the event.

Text

Percentage of Hotel Tax Support of Related Costs:

_____ Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 3rd year for this organization

Expected Attendance: estimated, 1000

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Many people come from out of town, although some stay with family.

How many nights will they stay: Two

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

How will you measure the impact of your event on area hotel activity? _____

We will have a volunteer (or several from different booths taking zipcodes from people to see what percentage is from out of town.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: _____

American Legion, Lions Club, Rick and Elane Stephens, Brewster County, Alpine Community Projects, Cozy Court

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: \$ 2900

Newspaper \$ 2200 Radio \$ 200 TV \$ _____

Press Releases to Media \$ 0

Direct Mailing to out of town recipients \$ _____

Digital or Social Media \$ 300 Other \$ _____

Printed flyers \$ 200

What cities/regions/demographics will you reach with your advertising and promotions?

The tri-county area plus El Paso and Odessa/Midland.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? _____

We do not know. The digital ads especially will be seen around the state.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 1900
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 2500
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? 1000

How many of the participants are expected to be from another city or county? We'll estimate from zip cod

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? We'll estimate from zip codes.

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Attachment 2. Alpine's 4th of July Celebration

Marketing Plan, Estimated Attendance and Economic Impact from Prior Event, Event Report from Prior Event, Surveys and Tabulations from Prior Year, Event/Program Permit Application

Marketing Plan

We will focus our HOT fund radio advertising on cities near Alpine whose residents enjoy coming here (which we know from seeing data gathered by the Alpine Visitor Center). These cities are Odessa/Midland, El Paso, and San Angelo. This includes Marfa Public Radio, whose listenership is 94% Odessa/Midland. We will also pay for radio time on local radio, although we cannot use HOT funds for that portion. We'll also advertise this year in The El Paso Times and The Odessa American.

We'll also pay to advertise in the Avalanche and the Big Bend Sentinel, although we cannot use HOT funds for that. And we'll print flyers locally.

The remainder of our advertising will be spent on Facebook/Instagram, which will reach people all over the state.

Estimated Attendance and Economic Impact from Prior Event

We don't know how many people were there last year or the economic impact. The event was well attended, and there are always visitors to Alpine for the 4th of July. This year we will be counting attendees as best we can and also asking for zip codes at some booths so we can come up with an estimate of out-of-town guests.

Event Report from Prior Year

Last year (2025) was our second year to host this event. We had a large committee of active members from many organizations. The planning went well, and the event went largely according to plan. There were things that still need tweaking, such as communication about the parade route, spacing of the non-food booths, and signs with schedules and locations of things. We have started meeting for the 2026 event, and so far it seems that the same group of good volunteers and donors that came together last year are back again this year.

This event is still morphing from being one by one organization (Kiwanis) for fifty years to one run by many organizations together, so it will continue to change somewhat each year for the foreseeable future.

Surveys and tabulations from prior event

We don't have any from last year, but we are planning to gather as much data as possible this July 4th. (See "Estimated Attendance..." above.)

Event permit

We don't have the 2027 road closure permit from the Alpine Police Department yet. We'll be filing the 2026 version soon.

HAPPY 4TH OF JULY

Welcome to

A Patriotic Celebration

SCHEDULE OF EVENTS

- 9:00 LINE UP TO BE IN THE PARADE BY THE POOL AT KOKERNOT PARK
- 10:00 PARADE STARTS
- 10:30 BOOTHS ON THE COURTHOUSE LAWN OPEN
- 11:00 TURN-IN TIME, BLUE RIBBON COOKOFF #1: BEST BAKED GOOD
- 11:00 NATIONAL ANTHEM
- 11:15 MUSIC FROM THE BIG BEND COMMUNITY BAND
- 11:20 THREE-LEGGED RACES WITH ALPINE MONTESSORI
- 11:30 JUDGING, BLUE RIBBON COOKOFF #1: BEST BAKED GOOD
- 11:45 PARADE WINNERS ANNOUNCED
- 12:00 AMERICAN LEGION BBQ LUNCH AT THE LEGION HALL — \$15 A PLATE
- 12:00 TURN-IN TIME, BLUE RIBBON COOKOFF #2: PRESERVED PERFECTION
- 12:15 MUSIC FROM CHARLIE MAXWELL
- 12:30 JUDGING, BLUE RIBBON COOKOFF #2: PRESERVED PERFECTION
- 1:00 TURN-IN TIME, BLUE RIBBON COOKOFF #3: PRIZE PITMASTER
- 1:05 ANNUAL TOWN PHOTO
- 1:30 JUDGING, BLUE RIBBON COOKOFF #3: PRIZE PITMASTER
- 1:45 MUSIC FROM MARIACHI SANTA CRUZ
- 2:00 BLUE RIBBON COOKOFF AWARDS
- 2:20 PATRIOTIC SINGALONG AT THE FIRST CHRISTIAN CHURCH
- 2:45 SAMPLE FROM SUL ROSS THEATER OF THE BIG BEND'S CINDERELLA
- 3:00 TUG OF WAR, ALPINE'S FIRE DEPARTMENT AND US BORDER PATROL
- 3:15 MUSIC FROM PURO PARTY ALLSTARZ
- 3:20 WATER BALLOON TOSS WITH ALPINE MONTESSORI
- 4:00 & 6:00 ALPINE COWBOYS BASEBALL AT KOKERNOT FIELD
- 8:00 AMERICAN LEGION DANCE
- 9:30 FIREWORKS AT KOKERNOT PARK

This year's celebration is brought to us by the City of Alpine HOT Funds, Brewster County, The Alpine Lions Club, The Wacky Shack, American Legion Post 79, Rick Stephens and Elane Scott, Chuck Wilson and Alpine ISD, The Cozy Court, Alpine Community Projects, and Historic Alpine.

To the Alpine HOT Grants Committee,

The Sul Ross Geology Program is pleased to submit our application for HOT funding for Geo Fest '27. Herein we have included a budget, proposed marketing plan, schedule of activities, estimated attendance and economic impact, and data from Geo Fest '26. We have also included a brief report on the impact of our first Geo Fest event for your reference.

We hope that you will consider our proposal and recognize the positive impact Geo Fest '27 will have on the Alpine community and our Geology students who will benefit from funds raised.

Many thanks for your consideration and best regards,



Thomas A. Shiller II, Ph.D.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY:  3:45 pm

Associate Professor, Geology Program Coordinator | SUL ROSS STATE UNIVERSITY
Department of Natural Sciences
WSB 319 | Box C-64 Alpine, Texas 79832 | 432.837.8682 fax

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4/17/2026

Name of Organization: Sul Ross State University Geology Program

Address: Warnock Science Building, Box C-64

City, State, Zip: Alpine, TX, 79832

Contact Name: Thomas Shiller

Contact Email Address: thomas.shiller@sulross.edu

Contact Phone Number: 432-837-8871

Web Site Address for Event or Sponsoring Entity: https://srinfo.sulross.edu/geofest/

Is your organization: Non-Profit: _____ Private/For Profit: _____

Tax ID#: 74-8000027 Entity's Creation Date: _____

Name of Event or Project: Geo Fest '27

Date of Event or Project: March, 19-20, 2026

Primary Location of Event or Project: Kokernot Lodge

Amount Requested: \$10,294.00

How will the funds be used: The funds will be used to promote Geo Fest '27 and to support the event at Kokernot Lodge and donor reception at the Museum of the Big Bend.

Brief Description of Funded Activity/Facility: Geo Fest is an annual fund-raising event to support the SR

Geology Field Camp. It is a family-friendly, geology-themed event with food vendors, activities, science

talks, and live music. The goal of Geo Fest is to connect the community with local Geology and to promote the

Sul Ross Geology Program. Secondly, the event aims to bring awareness to the community of hisotoric Kokernot

Spring and Lodge.

Percentage of Hotel Tax Support of Related Costs:

≈90% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 1 year

Expected Attendance: 200-300

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Based on the ratio of Alpine to non-Alpine residents, 80-130 attendees.

How many nights will they stay: 1-3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No, but will do so in 2027; as Geo Fest will be a two-day event.

How will you measure the impact of your event on area hotel activity? We will coordinate with local hotels to establish discount codes and/or surveys to measure the number of attendees occupying local hotels.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: No funds were contributed to support Geo Fest '26 directly. However, several businesses and individuals donated funds and/or door prizes to support the Field Camp fund.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 4,444
- Newspaper \$ 50 Radio \$ 0 TV \$ _____
- Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ 200
- Digital or Social Media \$ 1,000 Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?
Physical advertising (posters, flyers, etc.): cities in the tri-county region; Social media: regional and national outreach

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Geo Fest '26, 42% of attendees were not from Alpine; '27 estimate = 82

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

1. **Civic Center Rental:** use of civic center facility
\$ _____
2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 4,444.00
3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 1,200.00
4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ 3,250.00
5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? 200-300

How many of the participants are expected to be from another city or county? 80-130

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? 80-130

3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

Posters and Flyers: The Sul Ross print shop provides services for a minimal cost. We hope to distribute posters throughout the Big Bend region, to local businesses. We also propose to send flyers/mailers to tourism hubs in Texas – El Paso, Midland/Odessa, Austin, Sand Antonio, etc.



Flyer for Geo Fest '26.

Event Tickets: The chief source of data for attendee demographics are event tickets. Attendees may fill out a ticket to be submitted for door prizes – including whether they are Alpine residents. These data can help determine the number of visitors from outside of Alpine.

Ad in Alpine Avalanche: The Alpine Avalanche is a widely distributed news source in the Big Bend region, including Fort Davis, Marathon, Marfa, and Terlingua-Study Butte.

Social Media: Instagram and Facebook are the most broad-reaching media for event advertising. We propose investing substantial funds in advertising on both platforms.

Promotion of the Arts

Live Music:

Day	Number of Bands	Cost/Band	Total Cost
3/19/2026	3	\$200	\$600
3/20/2026	3	\$200	\$600
		Total =	\$1200

Justification

One of the biggest attractions for Geo Fest '26 was live music. Several local musicians volunteered their time to play at the historic Kokernot amphitheater. As we plan to extend the event to two days, we hope to attract more local musicians and compensate them for their work.

Invited Speakers:

Day	Number of Speakers	Honorarium/Speaker	Hotel/Speaker (Maverick Inn)	Total Cost
3/19/2026	2	\$200	\$150	\$700
3/20/2026	2	\$200	\$150	\$700
			Total =	\$1400

Justification

Geo Fest is a science-themed event, and we propose to invite professionals in the field to give presentations at the event. We propose compensating them with an honorarium and providing housing for their stay in Alpine.

Historic Restoration and Preservation Activities

We propose holding a reception on 3/18/26 at the Museum of the Big Bend. We estimate that there will be 30 attendees, chiefly comprising sponsors and donors from outside of Alpine.

Museum of the Big Bend Rental: \$300

Aramark Catering (30 people): \$1,500

To accommodate attendees at the event and to assure that visitors remain and enjoy the historic Kokernot Lodge/Spring (indoor bathroom facilities are currently inaccessible), portable toilets are required for Geo Fest. These can be rented from B&S Services who provided them in 2026.

Portable Toilets (2 days): \$700

Sul Ross requires a Campus Police Officer to be present while alcohol is served at Kokernot. UPD charges \$75/hour for off-duty officers. Beer will be served on 3/19 and 3/20 from 3-8:00 pm.

Off-duty Officer Fee: \$750

Justification

Through Geo Fest '26, the Geology Program received donations exceeding \$30,000. The bulk of those donations came from businesses and individuals from outside of Alpine – mostly from the Permian Basin region. With HOT grant support, we hope to bring those sponsors, and more

potential sponsors, to Alpine for the weekend of the event. We would like to showcase the Museum of the Big Bend and historic Kokernot Lodge.

Total Budget

\$10,294.00

Proposed Marketing Plan

Geo Fest Web Page

Sul Ross hosts a webpage for Geo Fest, which will include information about the event. The webpage will serve as a hub for potential attendees and sponsors – all promotional materials will include a QR code linked to the page.

Posters and flyers

Posters and flyers will be distributed to businesses in Alpine and surrounding areas prior to the event.

Social Media Posts

The Sul Ross Geology Program maintains programmatic and Geology Club social media accounts. Announcements and updates for the event will be posted to Instagram and Facebook. Following Geo Fest '26, the Geology Program Instagram has accrued 74 followers, some of whom are outdoor recreation and/or science “influencers”.

Local Media

Ads will be taken out in the Alpine Avalanche five weeks prior to the event. There will also be press releases through Sul Ross media and local radio announcements/interviews.

Door Prizes

Geo Fest attendees will receive a ticket for door prize drawings. Winners will not need to be present, and prizes will be mailed to non-locals. This will ensure that Alpine residents and tourists may all benefit.

Brick Vault Brewery Partnership

Brick Vault Brewery will provide a specially brewed beer for the event. This was a major draw for tourists and locals to the event in 2026.

Social Media Advertising

We will invest \$1,000 for ad campaigns on Instagram (primarily) and Facebook.

Schedule of Activities

Thursday, March 18, 2026

6:00 pm – Reception at the Museum of the Big Bend

Friday, March 19, 2026

3:00 pm – Event Opens

4-6:00 pm – Student and Invited Speaker Presentations

6-8:00 pm – Live Music

Saturday, March 20, 2026

11:00 am – Event Opens

12:00 pm – Food vendors begin serving

3-5:00 pm – Student and Invited Speaker Presentations

5-8:00 pm – Live Music

Friday and Saturday (all day)

- Activities for kids
- Door prize announcements
- Geology-themed educational booths
- Rock and fossil identification table
- Local vendors and organizations

Estimated Attendance and Economic Impact

Attendance

Geo Fest '26 Tabulations

The following data are based on door prize ticket counts. Not all attendees provided information, so the total number of participants is unknown. However, we estimate that approximately 150 people attended, not counting vendors and staff.

Alpine Residents: 54

Tourists (non-Alpine Residents): 39

No Residency Given: 24

Total: 117

By extending Geo Fest to two days, we hope to at least double the attendance. Based on data collected at the 2026 Geo Fest, we estimate total attendance, total tourist attendance, and total hotel room nights.

Geo Fest '27 Estimates

Total Attendance: 200-300

Total Tourist Attendance: 80-130

Total Hotel Room Nights: 160-400

Economic Impact

Hotels

We hope to coordinate with local hotels for Geo Fest '27 and offer discounts to Geo Fest attendees. Because Geo Fest coincides with Spring Break for many Texas colleges, the offer of discounted hotel rooms may persuade tourists visiting the Big Bend to attend the event and stay in Alpine. By inviting donors to a Thursday evening reception, we foresee many of those attendees occupying rooms in Alpine for the entirety of the event – three nights.

Local Vendors

Three local vendors, Silver Wings Lemonade, Dogg House BBQ, and Sky Island Culinary; participated in Geo Fest '26. Both food vendors prepared 60 units to sell at the event and were sold out (120 units) by 2:30 pm. Silver Wings reported that they profited more at Geo Fest than

their two most recent events. We hope to bring in additional local food vendors for Geo Fest '27 and foresee substantial profits for those who participate. We do not charge a fee for food vendors, and they are not required to contribute any profits to the Geology Program.

Kokernot Lodge and Spring

Historically, Kokernot Lodge was one of the most popular venues in Alpine for events (weddings, birthday parties, etc.). Such events bring visitors to Alpine and bolster local businesses. Unfortunately, the lodge has fallen into disrepair and is now closed to indoor events. A secondary goal of Geo Fest '26 was to bring awareness to the state of the lodge and surrounding grounds. Qualitative evidence suggests that the event succeeded in helping to revive efforts to renovate Kokernot Lodge and restore the surrounding natural area. Sul Ross is revisiting plans to update the lodge itself, so that it is available for future events. The City of Alpine and local scientists are also in the early stages of surveying the grounds and spring for restoration efforts. We hope that continued usage of Kokernot will further these efforts and may potentially convince donors to contribute funds to the project.

Percentage of Hotel Tax Support of Related Costs

24.9 % Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: **Seven years – Previous org. for 33 years**

Expected Attendance: **2,100 in Alpine / 10,000 will see film screenings and attend Weekend promotional performances throughout Texas.**

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: **1,800 at Feb event / 800 throughout the year from visits to Alpine prompted by film screenings and Weekend promotional performances throughout Texas.**

How many nights will they stay: **3 to 6 for Gathering / 2 to 5 in later visits because of films and Weekend promotional performances throughout Texas.**

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **All hotels, RV parks, and B&Bs – as many rooms and RV spots as are available.**

How will you measure the impact of your event on area hotel activity?
Number of rooms paid for by Gathering directly and number paid for by attendees.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project:

Texas Commission of the Arts grant

Our list of 177 members, 46 donors, and 25 sponsors is attached.

Our goal with the Weekends across TX is to double the number of members.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

Total Paid Advertising: **\$ 86,000**

Newspapers **\$ 10,000**

Magazines **\$ 15,000**

Radio **\$ 4,000**

TV **\$ 0**

Press Releases to Media **\$ 6,000**

Direct Mailing to out-of-town recipients **\$ 0**

Digital or Social Media **\$ 12,000**

Bookmarks **\$ 6,000**

Billboards **\$ 33,000**

What cities/regions/demographics will you reach with your advertising and promotions?

All of TX, OK and NM plus Western US states and worldwide on social media and streaming.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? **88 million**

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ 400

- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 45,000

- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ 20,000

- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____

- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate?
How many of the participants are expected to be from another city or county?
How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts?

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guests at no charge: \$ 3,000

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

Lone Star Cowboy Poetry Gathering Budget - In Person Feb 18-20, 2027 and Weekends/Films promotion Year-Round

Jul 1, 2026 - Jun 30, 2027 Budget

Revenue	Amount
Retained Revenue	\$ -
Members, Sponsors, & Donors	\$ 88,000
Ticket sales	\$ 40,000
Food Sales	\$ 14,000
Merchandise Sales	\$ 20,000
Total Revenue w/o HOT Funds	\$ 162,000

Support Requested: HOT Funds

Category	Cost	Description
Civic Center Rental	\$ 400	Catered Cowboy Supper 3 nights.
Advertising	\$ 45,000	Various media US & worldwide.
Arts	\$ 20,000	38.8% of \$51,500 Performer Fees
Transportation	\$ 3,000	Shuttles to/from hotels
Total HOT fund request	\$ 68,400	

Event Expenses	Cost
Civic Center Rental	\$ 400
Arts (Performer Fees)	\$ 51,500
Advertising (US & worldwide)	\$ 86,000
Promotions/Sponsoring	\$ 6,000
Transportation	\$ 3,000
Labor (AV/Merchandise/IT/Adm)	\$ 34,400
Supplies/Mail/Ship	\$ 940
Lodging (Performers/Contractors)	\$ 18,500
Printing (local)	\$ 6,000
Facilities	\$ 4,000
Website	\$ 7,800
Food (Welcome, BrkFast, Supp.)	\$ 16,000
Merchandise	\$ 19,700
Accounting & Sales Taxes	\$ 14,400
Awards	\$ 1,000
Insurance	\$ 3,400
Other	\$ 2,000
Total Event Expenses (TEE)	\$ 275,040

Support Requested: In-Kind by City of Alpine Employees/Equipment

Closing of Street/Barricades	\$ -
Police Escort	\$ -
Trash receptacles	\$ -
Utilities	\$ -
Labor	\$ -
Total CoA In-Kind request	\$ -

Summary

Total Event Expenses (TEE)	\$ 275,040
Event Revenue	\$ 162,000
HOT Fund Total	\$ 68,400
In-Kind by CoA Total	\$ -
Total Revenue with HOT Funds	\$ 230,400

% of HOT Funds to TEE	24.87%
% of In-Kind to TEE	0%
Total % of HOT & In-Kind to TEE	24.87%

In addition to \$ revenue, volunteer time of at least \$148,000 value is committed for 2026-2027.

Proposed Marketing Plan for Lone Star Cowboy Poetry Gathering Feb 18-20, 2027

Total Proposed Paid Advertising: \$86,000 outside Alpine using VisitAlpineTX logo.

- * Publicist contract fee to write and manage press releases to the media: \$6,000 (worldwide).
- * Radio: \$4,000.
 - Local radio station ads across a 5-state region advertising event and the screening of our films in local theaters (many of which have been restored and are asking for films to show.
 - Free radio interviews worldwide (managed by a professional publicist).
- * TV: Free interviews by performers.
- * Newspapers: \$10,000.
 - Local newspaper ads across a 5-state region advertising event and the screening of our films in local theaters (many of which have been restored and are asking for films to show.
- * Magazines: \$15,000.
 - Regional and state-wide magazine ads highlighting Celebrating the West Weekends with invitation to Alpine for the February Gathering.
- * Digital or social media: \$12,000.
 - Facebook and Instagram worked extremely well in 2025-2026 with weekly posts using activity photos featuring attendees and performers by our professional photographers.
 - Contract for weekly posts to Facebook and Instagram using short videos (reels) edited from our Event library of performances of cowboy poetry and music.
 - Website: LoneStarCowboyPoetry.com
- * Bookmarks and rack cards: \$6,000.
 - Bookmarks as handouts to Celebrating the West Weekends attendees to encourage them to visit Alpine both at Gathering time as well as other times during the year.
 - Using our network of 'ambassador' volunteers, as well as contracting with companies to place our previously printed rack cards with VisitAlpineTX logo and our generic date (third Thu/Sat each Feb) in travel racks in hotels and visitor bureaus across TX, OK, and NM.
See image of rack card below.
- * Billboards: \$33,000 for 11 billboards in key places in Texas.
 - on Interstate 10, Interstate 20, Interstate 35, Interstate 40, and Highway 287.
 - Each billboard will feature a short, unique URL (domain name) so we can track responses.
Billboards display the VisitAlpineTX logo and promote the Gathering along with the Weekends.
See map and image of 2022-23 billboards below.

The result of our 2025-2026 widespread advertising, even with hotel rooms limited by military presence, was an attendance of 1,664 from 23 states with 152 first timers.

Lone Star Cowboy Poetry Gathering **Third Thu/Sat each February**

\$5 off in-person Gathering ticket Feb 20-22, 2025, or \$5 off one feature-length film streaming on website LoneStarCowboyPoetry.com with promo code WW3M.

Lone Star Cowboy Poetry Gathering

KEEPING THE TRADITION ALIVE
John and Erika Moore films streaming on the internet.

Stories of the cowboy told in poetry and song.

Example of newspaper/magazine ad for 2025

Lone Star Cowboy Poetry Gathering **Third Thu-Sat each February**

Alpine, Texas

AND ON FILM • LoneStarCowboyPoetry.com

Live Music and Poetry

Mornings start with an authentic chuckwagon breakfast under the trees at Poet's Grove. The Sul Ross State University campus is our venue. A respected cowboy poet or historian sets the tone with a keynote address, followed by free multi-performer sessions and ticketed afternoon and night shows. Enjoy the Youth Poetry Contest, question and answer workshops, and "Open Mic" sessions providing audiences for sign up performers. Come early, stay longer, and see more of the Big Bend region.

Use promo code, RTR AND, for \$7 off one first to eat.

ALPINE TX
YOUR BIG BEND STARTS HERE

Rack card – front

COWBOY POETRY **Third Thu-Sat each February**

AND ON FILM

LoneStarCowboyPoetry.com

Lone Star Cowboy Poetry Gathering

Stories of the cowboy told in poetry and song by those who have lived that life to those who enjoy and learn from it every day.

Cowboy poetry is born in the dust of hard work.

Rack card – back

Lone Star Cowboy Poetry Gathering **Feb 17-18 2023** **Cowboy3.com**

Billboard map and photo from 2023 (2025 billboards will be similar in design).

Alpine 2026: Schedule of Events

Feb. 19-21, 2026

Tickets are required for the chuckwagon breakfasts, 1 PM and 3:30 PM afternoon shows, cowboy suppers, and night shows. [See all the performers.](#)

NOTE: Supper ticket sales will end Feb. 13, so the caterer can order the correct amount of food.

Thurs., Feb. 19, 2026

- **Thurs 12:00 pm:** The Mercantile opens; ticket sales & packet pickup begin (University Center, 2nd floor)
- **Thurs 5:30-7:00 pm:** [Cowboy Supper at the Civic Center](#), catered by Roux Alpine (ticket required: \$33 advance; includes tax and tip; not available onsite). Menu: oven-fried chicken with green chile cream gravy, scalloped potatoes, green beans with bacon, Green Goddess salad, biscuits, peach cobbler, tea, and water. Deadline to order: Feb. 13.
- **Thurs 7:30-9:45 pm:** [Thursday Night Show](#) (Marshall Auditorium, Morelock Academic Building) (with intermission; ticket required: \$35 online; \$40 onsite)
Campfire Tales
Joel Nelson, Andy Wilkinson, Ross Knox, and Jenna Paulette --- MC TBA

Fri., Feb. 20, 2026

- **Fri 7:30 – 8:30 am:** [Chuckwagon Breakfast](#) (Poet's Grove, Kokernot Park) (ticket required: \$10)
- **Fri 8:30 am:** The Mercantile opens (University Center, second floor)
- **Fri 9:15 am:** **Welcome and Keynote ("Gathering")** by Andy Wilkinson
- **Fri 10:15-10:30 am:** Break
- **Fri 10:30 – 11:45 am:** **"A Taste of the Gathering"** featuring 14 performers (Marshall Auditorium) – includes Andy Wilkinson, Chris Ryden, Ross Knox, Daron Little, Darrell Holden, Andy Hedges, Sandy Seaton Sallee, Trinity Seely, Randy Rieman, Brenn Hill, Joel Nelson, Jenna Paulette, Andy Nelson, and Matt Robertson ---- Kay Nowell, MC
- **Fri 12:00 – 1:00 pm:** Grub Up! (lunch on your own)
- **Fri 1:00 – 1:45 pm:** [Friday Afternoon Show](#) (Marshall Auditorium) (ticket required: \$20 online, \$25 onsite)
The Real Deal
Joel Nelson, Randy Rieman, and Brenn Hill ---- MC TBA
- **Fri 1:00 – 1:45 pm:** Free session
 - **University Center Open: Whip and Spur**
Daron Little (host), Darrell Holden, and Matt Robertson

- **Fri 2:00 – 3:15 pm: Free sessions**
 - **Marshall Auditorium: The Buckaroo Fringe**
Brenn Hill (host), Daron Little, Matt Robertson, and Trinity Seely
 - **University Center Open: Making a Hand**
Andy Hedges (host), Darrell Holden, Chris Ryden, and Andy Nelson
- **Fri 3:30 – 4:45 pm: Friday Late Afternoon Show (Marshall Auditorium) (ticket required: \$25 online, \$30 onsite)**
Home to the Ranch
Craig Carter (host), Jenna Paulette, Sandy Seaton Sallee, and Randy Rieman ---- MC TBA
- **Fri 3:30 – 4:45 pm: Free session**
 - **University Center Open: Back in the Day**
Darrell Holden (host), Andy Wilkinson, Chris Ryden, and Matt Robertson
 - **Museum Event Center: Open Mic ---- Karen McGuire, MC**
- **Fri 5:30-7:00 pm: Cowboy Supper at the Civic Center, catered by Roux Alpine (ticket required: \$33 advance; includes tax and tip; not available onsite). Menu: brisket with maple BBQ sauce, charro beans, baked potato salad, green salad with ranch and chopped vegetables, Texas toast bread and pickles, chocolate chunk cookies, tea, and water. Deadline to order: Feb. 13.**
- **Fri 7:30–9:45 pm: Friday Night Show (Marshall Auditorium) (with intermission; ticket required: \$35 online; \$40 onsite)**
Under Western Skies
Randy Rieman, Craig Carter, Andy Nelson, and Trinity Seely ---- MC TBA

Sat., Feb. 21, 2026

- **Sat 7:30 – 8:30 am: Chuckwagon Breakfast (Poet's Grove, Kokernot Park) (ticket required: \$10)**
- **Sat 8:30 am: The Mercantile opens (University Center, second floor)**
- **Sat 10:00 – 10:45 am: Free daytime sessions**
 - **Marshall Auditorium: Welcome to the Tribe**
Andy Wilkinson (host), Andy Hedges, and Maggie Rose Hedges
 - **University Center Open: Let's Talk Poetry and Songwriting**
Joel Nelson (host) and guests
- **Sat 11:00 – 11:45 am: Free daytime sessions**
 - **Marshall Auditorium: On Down the Trail**
Sandy Seaton Sallee (host), Chris Ryden, and Jenna Paulette
 - **University Center Open: A Horse in the Middle**
Ross Knox (host) and Trinity Seely

- Museum Event Center: **Youth Poetry Contest Winners**
Hosted by Elizabeth Baize and Karen McGuire
- Sat 12:00–1:00 pm: Grub Up! (lunch on your own)
- Sat 1:00 – 1:45 pm: [Saturday Afternoon Show](#) (Marshall Auditorium) (ticket required: \$20 online, \$25 onsite)
 - Pards**
Brenn Hill and Andy Nelson ---- MC TBA
- Sat 1:00 – 1:45 pm: Free daytime session
 - University Center Open: **Ridin' and Packin'**
Chris Ryden (host), Sandy Seaton Sallee, and Ross Knox
- Sat 2:00–3:15 pm: Free daytime sessions
 - Marshall Auditorium: **Between the Lines: Classic Cowboy Poetry**
Randy Rieman (host), Joel Nelson, Andy Hedges, and Ross Knox
 - University Center Open: **Ranchy**
Andy Nelson (host), Daron Little, Matt Robertson, and Craig Carter
- Sat 3:30–4:45 pm: [Saturday Late Afternoon Show](#) (Marshall Auditorium) (ticket required: \$25 online, \$30 onsite)
 - Cowboy Girl Spirit**
Jenna Paulette, Sandy Seaton Sallee, Maggie Rose Hedges, and Trinity Seely --- MC TBA
- Sat 3:30–4:45 pm: Free daytime sessions
 - University Center Open: **The Wild Bunch**
Andy Wilkinson (host), Craig Carter, Daron Little, and Darrell Holden
 - Museum Event Center: **Open Mic** --- Karen McGuire, MC
- Sat 5:30-7 pm: [Cowboy Supper at the Civic Center](#), catered by Roux Alpine (ticket required: \$33 advance; includes tax and tip; not available at door). Menu: pot roast with gravy, cheesy mashed potatoes, roasted vegetables, warm dinner rolls, apple crisp, tea, and water.
Deadline to order: Feb. 13.
- Sat 7:30 – 9:45 pm: [Saturday Night Show](#) (Marshall Auditorium) (with intermission; ticket required: \$45 online; \$50 onsite)
 - Hedges & Hill and Friends**
Andy Hedges and Brenn Hill --- Patrick Sullivan, MC

Event Report of Lone Star Cowboy Poetry Gathering Feb 19-21, 2026

Performers and Format

Eighteen paid performers participated in the 2026 Gathering in free sessions and seven paid afternoon and evening shows, from Thursday evening to Saturday evening. All shows and sessions took place on the SRSU campus, with a free jam session each evening in the Holland Hotel lobby.

National and Regional Press

Our publicist assisted in issuing six worldwide press releases highlighting Alpine. A talented local photographer, Abe Karleen, was contracted to document the 2026 Gathering in both video and photo, along with a second contracted professional photographer from Canyon, Texas. Their photos will appear in Facebook and Instagram posts and in print and media ads nationwide during the next months. Seven other press passes were issued to Texas-wide reporters whose stories will be published during the next year.

Chuckwagon Breakfasts and Cowboy Suppers

As ever, the dedicated chuckwagon cooks rose long before sunrise to prepare the campfires at Kokernot Park for the cast-iron baked biscuits, and the Alpine Lions Club served eager diners biscuits, eggs, coffee, and more. Roux Alpine catered supper at the Alpine Civic Center all three nights. Everyone who attended enjoyed the food, conversation, and simplicity of knowing where and when they would eat.

Our Award to Encourage Young Cowboy Poets and Musicians

Our 2025 Buck Ramsey Award was presented to Matt Robertson for his significant promise to contribute to the cowboy canon including poetry, music, and story.

A Taste of the Gathering

The free Taste of the Gathering session on Friday morning was a highlight, as usual. Twelve performers performed their poetry and music, one by one.

Keynote

The 2026 keynote address by Andy Wilkinson of Texas Tech University.

Free sessions

Thirty-seven free sessions continued Friday afternoon and all-day Saturday.

Paid shows

The paid shows were fun and a little bit magic.

Youth Poetry Contest

Sponsored by *West of the Pecos Cattlewomen*, the Youth Poetry Contest is open to the world -- young poets are invited to compete in the Lone Star Cowboy Poetry Gathering Contest by writing and submitting an original poem. Each poet received a personalized certificate of participation. The top three places in each of five divisions received a special plaque award and the opportunity to share their poem during the session "Carrying on the Tradition" at the Gathering.

Open Mic Sessions

The always popular Friday and Saturday Open Mic sessions offered a stage and audience to folks to enable them to perform their poetry or music and be part of the Gathering.

Mercantile

Our professional mercantile staff from Intertribal Visions in Lawton, OK were onsite again, with great logo merchandise and skilled handling of performer merchandise. This year's shirt design was a big hit.

Raffle

Several young volunteers sold over \$1315 worth of raffle tickets. The prize was a \$500 gift certificate at Big Bend Saddlery. Thank you to *Big Bend Saddlery* for their donation, and to everyone who purchased a ticket.

Volunteers

Home-school high school students diligently worked alongside numerous adult volunteers on Wednesday afternoon preparing name badges and packets for performers, members, and attendees. Local and out-of-town volunteers worked all week to make the event a success.

Reserved Seating

The Gathering used reserved seating again this year for all paid shows. Attendees appreciated knowing where their seats would be. Members received a free event program and lapel pin this year in their badge packets.

How it happened

Along with a major HOT funds grant through the City of Alpine and the Visitors Bureau, 178 paid members, 26 sponsors, and 41 donors contributed to underwrite the event. The Gathering thanks the City of Alpine, the community volunteers, SRSU staff and students, local businesses, members, sponsors, donors, and the committed cowboy poetry, music, and storytelling fans who helped make the event a success.

LONE STAR COWBOY POETRY GATHERING 2026 Members, Donors, and Sponsors

MEMBERS

Paul Aguirre
Robert Aguirre
Michael Allibone
Michael Anderson
Norma Anderson
Scott Anderson
Sandy Apperley
Kathy Ashley
Deborah Bain
Elizabeth Baize
Wayne Baize
Sam Barrett
Jane Baxter Lynn
Stephen Baylor
Eric Bear
Paul Biesemeier
Carolyn Billings
Henry Blechl
Glenn Breitung
Craig Brown
Janice Buesing
Teresa Burleson
Geanie Burns
Robbie Burns
Kenneth and Janie Burrow
Bobby Caldwell
Sissy Camacho Anderson
Lori Capps
John Cates
David Chance
John & Tammy Coffindaffer
Christine K Collins
Clayton Conway
Kathy Corbett
Dan Cox
Irene Cox
Edmon Craig
William Crawford
Richard Cusac
Peggy Dale
Merrill Davis
Devon Dawson
Linda Deaderick
Shawna Dodson
Beth Domel
B.J. and Jan dOrsay
Jim Dudley
Greg and Kristi Dutson
Maria Lisa Eastman
Oren and Mary Ellis
Phil Elmore
Henry Evans
Johnny Evans
Henry Ewing
Joseph Findley
Pamela Fine
Randy Floto
Michael French
Nick Garza
Vance Gilbreath
Jim Goodnight
Keith Goodnight
Susan and David Hamm
Pam Hoverter
William Hoverter

Aaron Hunter
Jim Isbell
Bill Ivey
Robert Janca
Larry Johnson
Rosemary Johnson
David Johnston
Joan Kahl
Katherine Kalinowski
Marvin Kelso
Harry Kirk
Ronald Knapp
Charles and Zala Koym
Dale Kruse
Martin Kuehn
Bryan LaGrappe
Charles Lander
Howard Lawson
Jayson LeBlanc
Brent A Leonard
Patricia Leopard
Lynda Leslie
David A Lewis
Jessica Lifland
Joe Lostracco
Ruth Ann Lostracco
Connie Lott
Judith Loy
Susan Loy
Benjamin Mann
Margaret Mannchen
Michael Markowski
Rick Masselink
Keith Massey
Susan Massey
Virginia Mayfield
Mark McMichael
Rock McNulty
Linda Moore
Melissa Morgan
Jack Morris
Elba Nail
Lyle and Tracy Nelson
Kay Nowell
Robin and Clyde Oberg
Rose Odom
Art Olbert
Brooke Owens
Jim Panter
Tanya Parrish
Cecil Patton
James Pfeil
Margo Portillo
John Potter
Amanda Ramsey
Sharon Rice
David Richmond
Dana Rickaway
Jake Riley
Corinna Robinson
Dakota Robinson
Richard Roucloux
Bobby Rushing
Chris Ryden
Don Ryden
James Randy Satterwhite

Bob Saul
Nancy Saul
William Saulnier
Rita Saulsbery
Jeanette Schaefer
Connie Schroeder
Stephen R Schwartz
Sandy Seaton Sallee
Sean Sexton
Charles and Theresa Sheldon
Kevin Short
Dwight Singer
Rebecca Slater
Thomas Slater
Linda Smallenberger
Clayton Smith
Gayna Smith
J. R. Smith
Jimmy Smith
Vickie Sobey
Robert Spaeth
Ana Spain
Mary Spinner
Susan Starnes
Gail Steiger
Bonnie Stepanski
Karen Sutterfield
Patricia Tarbell
John Thompson
Debbie Trimble
Marianne Fox Trubee
Cynthia Tune Murphey
Barb Van Voast
Matt Vandervoort
Richard Vandiver
Rick Vice
Greg Walker
Cathianne Watkins
Ken West
Jennifer Wheeler
Conard Wilcox
Nancy Williams
John Winder
Stephanie Wood
Catherine Wright
Bob Wuest

DONORS

Robert Aguirre
Brant Baber
Jane Baxter Lynn
Jerry Brooks
Teresa Burleson
Geanie Burns
Susan Combs
Kathy Corbett
Jim Goodnight
Keith Goodnight
Bradley Guile
C.J. Hadley
Susan and David Hamm
Krystal Hawkins
Sara Kennedy
Charles Lander
Lynda Leslie
Karen Lloyd

Susan Loy
Stan Mahler
Benjamin Mann
Sarah Maxfeldt
Virginia Mayfield
Melissa Morgan
John Muraglia
Kay Nowell
Gene Nowell
Robin and Clyde Oberg
Margo Portillo
Amanda Ramsey
Chris Ryden
Bob Saul
David Saul
Nancy Saul
Sandy Seaton Sallee
Charles and Theresa Sheldon
Gayna Smith
James Smith
Robert Spaeth
Forrest Strumberg
Richard Vandiver
Greg Walker
Jim Watkins
LR Wiesman
Conard Wilcox
Glenn Williams

SPONSORS

TransPecos Bank
West Texas National Bank
Vise Coffee
Highland Drug
Big Bend Saddlery
Big Bend Radio KVLV/KALP
Museum of the Big Bend
Capital Farm Credit
Far Out West Properties
Fifth Street Gallery
Front Street Books
Highland Drug
JJ Rusz
McCoy's Building Supply
Morrison True Value
Pace & Associates CPAs
Reside Real Estate
Skinner's Drilling & Well Service
Texas Farm Store
Tractor Supply
Trumetal & Steel Components
Vise Coffee
West of Pecos Cattlewomen
Maverick Bank
Academy of Western Artists

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 17, 2026

Name of Organization: Theatre of the Big Bend

Address: Sul Ross State University, Box C-43

City, State, Zip: Alpine, TX 79832

Contact Name: Marjorie Scott

Contact Email Address: msscott3@sulross.edu

Contact Phone Number: 432-837-8039

Web Site Address for Event or Sponsoring Entity: www.theatrebigbend.org

Is your organization: Non-Profit: Private/For Profit:

Tax ID#: 74-6000027 Entity's Creation Date: 1965

Name of Event or Project: 62nd Season of Theatre of the Big Bend

Date of Event or Project: July 1 - 25, 2027

Primary Location of Event or Project: Kokernot Outdoor Theatre in Alpine

Amount Requested: \$30,000

How will the funds be used: To promote our summer theatre season through print, radio, and online ads

Brief Description of Funded Activity/Facility: Summer repertory theatre company providing

live theatre to Alpine and the surrounding communities. Half our audience is made up of tourists from Texas and beyond.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY: *[Signature]* 4:22 pm

Percentage of Hotel Tax Support of Related Costs:

15% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 62 years

Expected Attendance: 2,500 people

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Approximately 1000

How many nights will they stay: 1-3 nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

How will you measure the impact of your event on area hotel activity? Through audience surveys and online ticket sales.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: Brown Foundation, Sul Ross State

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 30,000
- Newspaper \$ 15,000 Radio \$ 5,000 TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ 1500
- Digital or Social Media \$ 1500 Other \$ 7,000

What cities/regions/demographics will you reach with your advertising and promotions?
El Paso, Midland/Odessa, Van Horn, Monahans, Crane, Uvalde, Austin, San Antonio, Houston, Las Cruces

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 500K - 1 million

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 30,000
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
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- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

Theater of the Big Bend Summer 2027 Estimated Budget.

Assumes 8 Actors for a minimum of one production.

Personnel	Units	Estimated Cost Per Unit	Total
Director	1	\$ 5,000.00	\$ 5,000.00
TD/Set Design	1	\$ 5,000.00	\$ 5,000.00
Music Director	1	\$ 4,200.00	\$ 4,200.00
Music Accompanist/Band Leader	1	\$ 6,500.00	\$ 6,500.00
Producer	1	\$ 5,000.00	\$ 5,000.00
Costume Designer	1	\$ 5,000.00	\$ 5,000.00
Lighting Designer	1	\$ 1,500.00	\$ 1,500.00
Sound Engineer	1	\$ 2,000.00	\$ 2,000.00
Choreographer	1	\$ 2,000.00	\$ 2,000.00
Musicians	5	\$ 1000.00	\$ 5,000.00
Summer II Stipend for Costumer	1	\$ 800.00	\$ 800.00
Publicity Manager	1	\$ 2,000.00	\$ 2,000.00
Stage Manager	1	\$ 2,500.00	\$ 2,500.00
Student Scholarships (summer)	1	\$ 10,000.00	\$ 10,000.00
Shop Foreman	1	\$ 2,000.00	\$ 2,000.00
Shop Apprentice	1	\$ 1,000.00	\$ 1,000.00
Understudies	5	\$ 1,200.00	\$ 6,000.00
Actors	8	\$ 2500.00	\$ 20,000.00
TOTAL PERSONNEL			\$ 85,500.00
Rights and Publicity			
Rights	1	\$ 5,000.00	\$ 5,000.00
Publicity (print, radio, posters, programs)	1	\$ 40,000.00	\$ 40,000.00
Total Rights and Publicity			\$ 45,000.00
Equipment, Consumables, and Construction			
Set (building materials, paint)	1	\$ 10,000.00	\$ 10,000.00
Costumes	1	\$ 10,000.00	\$ 10,000.00
Travel Costs	1	\$ 4,000.00	\$ 4,000.00
Hair/Makeup	1	\$ 1,000.00	\$ 1,000.00
Sound (mics, music, etc.)	6	\$ 340.00	\$ 2,040.00
Lights	1	\$ 500.00	\$ 500.00

Props	1	\$	1,500.00	\$	1,500.00
Miscellaneous (SM kit, masks, etc.)	1		500.00	\$	500.00
Total E, C & C				\$	29,540.00
Travel and Meals					
Company Meals	1		\$1,200	\$	1,200.00
Housing for Actors	8		\$900	\$	9000.00
Airport Transfer costs (fuel)	1		\$500	\$	500.00
Housing items for visiting actors	3		\$200	\$	600.00
Travel Stipend for Actors	4	\$	500.00	\$	2,000.00
Total Travel and Meals				\$	13,300.00
TOTAL BEFORE CONTINGENCY				\$	173,340.00
10% Contingency on Materials				\$	2,554.00
TOTAL BUDGET				\$	175,894.00

Theatre of the Big Bend 2026 - 2027 Proposed Marketing Plan/Schedule of Events

Marketing Plan

Theatre of the Big Bend (ToBB) brings high quality theatre to the Big Bend Region and attracts tourists from around the state of Texas and beyond. Over the past 60 years, ToBB has operated mainly as a community theatre, only occasionally hiring professional actors and designers. Starting in 2022 ToBB has revised its brand to resemble an Actor's Equity/League of Regional Theaters (LoRT) model, which will be a bigger tourism draw.

Theatre of the Big Bend is committed to providing live summer entertainment and cultural experiences to Alpine and surrounding communities, while increasing tourism in the area.

Theatre of the Big Bend plans to advertise our 2027 summer season via social media, print, radio, and television ads in the following markets:

Midland/Odessa
Lubbock
El Paso
Austin
San Antonio
Houston
San Angelo
Del Rio

We also plan to rent digital billboards in the Midland/Odessa and El Paso to attract audience from those markets.

Schedule of Events

Rehearsals for ToBB productions will begin on June 1, 2027.

The theatre production (a musical) will open on July 1, 2027 and run for three weeks, with performances on Thursdays, Fridays, Saturdays, and Sundays at 8:00 pm, closing on July 25, 2027.

All performances will run at the Kokernot Outdoor Theatre.

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

Texas Tax Code Chapter 351 allows the City of Alpine to collect Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry and may be used for the following:

- 1) **Convention Centers and Visitor Information Centers:** acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;
- 2) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- 3) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity utilizing media outlets that are outside of Brewster, Jeff Davis and Presidio Counties (with the provisional exception of Presidio);
- 4) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms;
- 5) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;
- 6) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity;
- 7) **Transportation System:** transportation services that start or end at hotel or convention center or attraction offered to hotel guests at no charge;
- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY
BY: 
4/17/26

City Policy: The City of Alpine accepts applications from groups and businesses whose program fits into one or more of the above categories. Non-profit and for-profit entities are equally eligible for HOT funding – the priority for HOT grants is to increase revenues for Alpine’s hotel and lodging industry. All requests for funds should be submitted in writing, accompanied by the official application **with all required attachments**, to the City Secretary. Based on the application, the City’s HOT Grants Committee will review and make recommendations to the City Council. The Committee is appointed by the City Council, with ex officio participation by the City Manager and Director of Tourism.

The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

Each grant application should include a budget and indicate the HOT Categories (Advertising, Promotion of the Arts, etc) intended for its planned expenses. Please note that there are legal requirements and/or limitations on certain categories that may affect the availability of funds under those categories:

- 1) **Advertising:** Alpine is legally required to spend at least 50% of each year’s collected HOT funds on Advertising.
- 4) **Promotion of the Arts:** A maximum of 15% of HOT revenues can be spent under Promotion of the Arts.
- 5) **Historical Restoration and Preservation:** A maximum of 15% of HOT revenues can be spent under Historical Restoration and Preservation

All funded services or advertisements must be delivered and invoiced within the 2026-2027 fiscal year, **starting no earlier than October 1, 2026 and ending no later than September 30, 2027.**

Reporting: Awardees must submit a final report with event photos following each event and include a budget summary of revenue and expenses. The final report may be in brief narrative form and should focus on the event’s impact on overnight stays at hotels and short term rentals. Any group that has received grant funds in the prior fiscal year must include their report as one of the required attachments to their application. **The grant report is strictly required and must be received in order to be eligible for any future grant funding.**

Reimbursements: HOT fund awards are, whenever possible, distributed as reimbursements. The responsible party should submit one (1) itemized request for reimbursement with documentation of each expense and proof of payment, ideally within 30 days after the event date along with the final report. All reimbursement requests must be submitted prior to September 1. Failure to submit timely reimbursement requests and reports may jeopardize future funding through future scoring or funding being withheld.

Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: 4/17/2026

Name of Organization: Sul Ross State University Athletic Benefit

Address: SRSU P.O. Box

City, State, Zip: Alpine, TX 79832

Contact Name: Dr. John Klingemann

Contact Email Address: John.Klingemann@sulross.edu

Contact Phone Number: (432)837-8893

Web Site Address for Event or Sponsoring Entity: www.sulross.edu/

Is your organization: Non-Profit: university- yes Private/For Profit: _____

Tax ID#: 74-6000027 Entity's Creation Date: 1917

Name of Event or Project: 2026 Athletic Benefit Concert

Date of Event or Project: 11/13/2026

Primary Location of Event or Project: Pete P. Gallego Gymnasium/Event Center

Amount Requested: \$7,500

How will the funds be used: Area Newspapers, Online Media & Radio.

Brief Description of Funded Activity/Facility: 2026 Athletic Benefit Concert will be the 3rd

concert held at the Pete P. Gallego Center. Funds raised through the event directly

benefit the SRSU Athletic Program such as baseball.

Percentage of Hotel Tax Support of Related Costs:

7.5% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 2 years (2024 & 2025)

Expected Attendance: Approximately 1,000 with 400 out of town attendees (conservative).

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: Estimating 200 rooms (2 occupants per lodging room).

How many nights will they stay: Above number will stay one night, possibly two nights.

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Last year we blocked approximately 50-60 rooms for concert attendees who also attended Sul Ross Rodeo and Football game that Friday and weekend.

How will you measure the impact of your event on area hotel activity? We plan to survey attendees while visiting with them at the event.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: The Sul Ross State University Foundation has been a major supporter of the two prior events.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 7,500
- Newspaper \$ 3,000 Radio \$ 2,400 TV \$ _____
- Press Releases to Media \$ _____
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 2,100 Other \$ _____

What cities/regions/demographics will you reach with your advertising and promotions?

We have targeted Lubbock, Austin, San Antonio, Houston, etc. through word of mouth and Sul Ross and SRSU Foundation contacts. We are looking to target Midland/Odessa and El Paso area residents.

What estimated number of individuals will your proposed marketing reach who are located in another city or county? Targeted reach - Midland/Odessa - 377,000, El Paso - 678,000, & Other Texas cities.

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 7,500 _____
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ _____
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? +/- 1,000 conservatively

How many of the participants are expected to be from another city or county? +/-400 conservatively

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? +/-400 conservatively

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ _____

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
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- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

Proposed Marketing Plan

Event Web Page

The event web page will be located at www.sulross.edu. All information will be posted by August 2026 that will include event details, ticket pricing, as well as available sponsor tables.

Sponsor Tables

Patrons will have the opportunity to purchase tables at different prices that will include, as part of the package, a meet-and-greet with artist/band members. All proceeds from tickets and tables will be used to cover expenses and remaining funds will go to support Sul Ross Athletics.

Silent and live Auctions

Concert attendees will be able to bid on auction times ranging from athletic gear to Sul Ross brand items. All proceeds will go to Sul Ross Athletics.

Social Media Advertising

\$7500 will be used to purchase ads in local and area newspapers including Midland-Odessa, El Paso, and the greater Big Bend Region. ¼ and ½ page ads will be purchased to campaign in early July and end in early November.

Email Promotions

Sul Ross State University will send out internal and external emails promoting the concert. Internal Emails will focus on the students, faculty, and staff. External emails will be sent to alumni, donors, and patrons of our different departments on campus. Emails will provide detailed information promoting the concert.

Local Radio

Promotional spots will be purchased in local area radio stations that will highlight the concert artist as well as the live auction.

Posters

Sul Ross Communications and Marketing will produce posters and image to be distributed locally that will promote the concert.

Events Related to Concert

6:30 pm - Doors open at Gallego Center

7:00 pm – Doors Open to Public

7:45 pm – Opening Act

8:30 pm – Live Auction

9:00 pm – Featured Artist

Athletic Benefit Concert
HOT Money Application Information

Total Event Budget Income/Sales (including HOT Funds)

	Income	#'s
General Admission Tickets - \$25	\$10,900.00	436
Student Admission Tickets - \$20	\$5,200.00	260
\$10,000 Tables	\$20,000.00	2
\$5,000 Tables	\$35,000.00	7
\$2,500 Tables	\$72,500.00	29
Concessions	\$10,000.00	
Live & Silent Auction	\$46,000.00	
In-Kind & Donations	\$15,000.00	
Total Income/Sales	<u>\$214,600.00</u>	

Total Event Budget Expenses (including HOT Funds)

Bands, Production, Crew	\$59,350.00
Stage & Production Support	\$13,000.00
Auctioneer	\$2,000.00
Security	\$3,000.00
Bartenders	\$600.00
SRSU Gallego Center Event Bldg. Fee	\$2,000.00
Advertising (HOT Funds)	\$7,500.00
Retail Merchandise	\$2,000.00
Alcohol/Beverages	\$7,000.00
TABC Nonprofit Temp. Event Permit	\$550.00
Miscellaneous Expenses	\$3,000.00
Total Event Budget	<u>\$100,000.00</u>

Schedule of Activities or Events Related to the Funded Project

Table Check-In Bar Opens	6:30 PM
Open Doors to Public	7:00 PM
Opening Act/Band	7:45 PM
Live Auction	8:30 PM
Headline Band	9:00 PM

Prior & Estimated Attendance

	2024 JAB	2025 AWB	Variance	%	Projected 2026 #s
Total Attendees	670	788	118	18%	1,000
# of out of town attendees *	165	179	14	8%	400
# Used Hotels *	165	179	14	8%	400

* These figures are conservative.

JAB = Josh Abbott Band

AWB = Aaron Watson Band

Prior Event's Economic Impact

	2025	2026
Hotel/Lodging Stay Rooms *	100	200
Average Lodging Daily Rate	\$160	\$160
Hotel/Lodging Room Revenue	\$16,000	\$32,000
Average # of Meals Purchased & Eaten	2	2
Average Cost of local meal	\$20	\$20
# of Out-of-Town Attendees	200	400
Meals Revenue	\$8,000	\$16,000
Present Day Fuel Per Gallon	\$4	\$4
Average Gallon Tank	18	18
50% of Lodgers Fueling	50	100
Fuel Revenue	\$3,600	\$7,200

*Above figures are based on two out-of-town people per room & one night.

CITY OF ALPINE
HOTEL/MOTEL OCCUPANCY TAX USE GUIDELINES AND FUNDING APPLICATION

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- 8) **Signage:** permanent signage that directs the public to sights and attractions frequently visited by hotel guests.

RECEIVED
City of Alpine, Texas

APR 17 2026

OFFICE OF THE CITY SECRETARY

BY:



Y. S. E. P. W.

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The Committee’s recommendations will be reviewed by the Alpine City Council, who will make the final decision on your request based on the documentation submitted *at the time the applications are due*. **NOTE: no amendments, corrections or additional documentation can be submitted after the deadline.**

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Priority for Hotel Tax Funds: Priority will be given to those events and entities who show the ability to generate overnight visitors to the City of Alpine. If it is determined by the HOT Committee that an event will not generate any meaningful overnight business for Alpine’s hotels, it will not be eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.**
- c) **historic information on the number of guests at hotels or other lodging facilities that attended the funded event;**
- d) **historic information on the number of event attendees living outside of our area and thus requiring lodging; and/or**
- e) **examples of marketing of the programs and activities that will generate or encourage overnight visitors to local lodging properties.**

Applicant Scoring: The HOT Grants Committee will review the completed applications and evaluate them based on the following criteria:

- Impact on overnight hotel stays
- Application demonstrates professionalism, with a sound business and promotional plan
- Capacity to host successful program or event, and promote effectively out of the area
- Diversity of revenues (not relying solely on HOT funds for operations)
- Encouraging new events or activities
- Innovative programs

REQUIRED ATTACHMENTS: Along with the application, please submit the following:

1. Total event budget including HOT funds (see sample budget)
2. Proposed Marketing Plan for Funded Event
3. Schedule of Activities or Events Relating to the Funded Project
4. Estimated attendance and economic impact (primarily hotel stays) from prior event
5. Event Report – *if grant funds were received for the previous year*
6. Surveys and tabulations from prior event – *if available*
7. Event/Program Permit Application – *if applicable*

***BE AWARE THAT ATTACHMENTS 1-5 ABOVE ARE STRICTLY REQUIRED!!!
Any application submitted without them CANNOT BE CONSIDERED FOR FUNDING.***

Earliest Date That Applications May Be Submitted: Monday, March 9, 2026

Submit Complete Application to: City of Alpine City Secretary
100 N. 13th St.
Alpine, Texas 79830
g.calderon@cityofalpine.com

Submit Complete Application by: 5pm on Friday, April 17, 2026

Questions? Contact Director of Tourism Chris Ruggia: chris@visitalpinetx.com

HOTEL OCCUPANCY TAX GRANT APPLICATION

Date: April 17, 2026

Name of Organization: The Archives of the Big Bend, Sul Ross State University

Address: SRSU Bryan Wildenthal Memorial Library, 400 N. Harrison St.

City, State, Zip: Alpine, Texas 79830

Contact Name: Victoria Contreras

Contact Email Address: Victoria.Contreras@sulross.edu

Contact Phone Number: 432-837-8388; 915-999-6526

Web Site Address for Event or Sponsoring Entity: https://library.sulross.edu/archives50

Is your organization: Non-Profit: X Private/For Profit: _____

Tax ID#: 74-6000027 Entity's Creation Date: 1976

Name of Event or Project: 10th Annual Border Archives Bazaar

Date of Event or Project: October 9-10, 2026

Primary Location of Event or Project: Sul Ross State University Espino Convention Center

Amount Requested: \$2,400.00

How will the funds be used: Event promotional materials, hospitality costs, and hotel transportation

Brief Description of Funded Activity/Facility: The 10th Annual Border Archives Bazaar will

be a 2-day event where students and members of the wider community will be able to

view archival materials from repositories across the Borderlands (mostly New Mexico & West Texas)

and attend preservation workshops and expert talks on local history.

Percentage of Hotel Tax Support of Related Costs:

45.71% Percentage of Total Event Costs covered by Hotel Occupancy Tax

Questions for All Funding Requests:

First-year events will of course have to make a guess as to the expected attendance. During the event, please make every effort to count the event attendees and capture some information about their places of residence (example: a volunteer asks for zip codes at the door).

How many years have you held this Event or Project: 1st year hosting, 5th year planning, 10th year overall

Expected Attendance: 400

How many people attending the Event or Project will use Alpine hotels, motels or bed & breakfasts: approx. 40

How many nights will they stay: 3+ nights

Did you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes. Considering the large number of rooms needed and the diverse needs of some of the confirmed attendees, we are already working with The Parker Hotel, The Holland Hotel, and Bienvenido Big Bend.

How will you measure the impact of your event on area hotel activity? We will track how many times our discount codes are used and how many rooms in our blocks were reserved and occupied. As for visitors, we plan to have a guest book or pin map at the event for some informal numbers.

Please list other organizations, sponsors, government entities and grants that have offered financial support to your project: The Society of Southwest Archivists has provided funding in the past and we plan to request funding from them again this year.

Please check all promotional efforts your organization is coordinating and the amount financially committed to each media outlet:

- Total Paid Advertising: \$ 1850
- Newspaper \$ 40 Radio \$ 10 TV \$ _____
- Press Releases to Media \$ 0
- Direct Mailing to out of town recipients \$ _____
- Digital or Social Media \$ 450 Other \$ 1350

What cities/regions/demographics will you reach with your advertising and promotions?

Las Cruces, NM; El Paso, TX; Lubbock, TX; Presidio, TX; Pecos, TX; Texas (General)

What estimated number of individuals will your proposed marketing reach who are located in another city or county? 400

The following categories will be funded through this process. Check all of the categories that apply to your funding request *and the amount of HOT funds you are requesting under each category*:

- 1. **Civic Center Rental:** use of civic center facility
\$ _____
- 2. **Advertising, Solicitations and Promotions:** funds should primarily be spent on direct advertising costs; production expenses should not exceed 15%
\$ 1,200
- 3. **Promotion of the Arts:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to presentation, performance, execution, and exhibition of these major art forms
\$ _____
- 4. **Historical Restoration and Preservation Activities:** historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional program to encourage tourists and convention delegates to visit preserved historic sites and museums
\$ 1,100
- 5. **Sporting Event Expenses:** expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity
\$ _____

How many individuals are expected to participate? _____

How many of the participants are expected to be from another city or county? _____

How many of the participants are expected to use Alpine hotels, motels or bed & breakfasts? _____

- 3. **Transportation:** cost of providing free transportation services that *start or end at hotel* or convention center or attraction offered to hotel guest at no charge: \$ 100

CHECKLIST OF REQUIRED ATTACHMENTS

(applications cannot be considered without all of the following!)

- Total event budget including HOT funds (sample budget format available)
- Proposed Marketing Plan for Funded Event (sample marketing plan available)
- Schedule of Activities or Events Relating to the Funded Project
- Estimated attendance and economic impact (primarily hotel stays) from prior event
- Event Report – *if grant funds were received for the previous year*
- Surveys and tabulations from prior event – *if available*
- Event/Program Permit Application – *if applicable*

2026 City of Alpine Hotel Occupancy Tax Grant Schedule

March 9, 2026

Grant applications open

March 9, 2026

HOT Grants Workshop at 5:30pm in City Council Chambers

April 17, 2026

Grant applications deadline at 5:00pm

May 14, 2026

HOT Committee 1st meeting at 5:30pm in City Council Chambers

Initial review of applications, identify pending questions, begin draft Council recommendation

May 21, 2026

HOT Committee 2nd meeting at 5:30pm in City Council Chambers

Final consideration of applications

Complete recommendation for City Council

June 16, 2026

City Council meeting at 5:30pm in City Council Chambers

Consideration of HOT Committee recommendation

October 1, 2025

Beginning of grant funding period (No funds will be available before this date).

Border Archives Bazaar Supplemental Materials

HOT Grant Application 2026-2027

Marketing Plan

Our marketing plan for the Border Archives Bazaar is twofold. The first consists of promotions for attendance to the 10th Annual Border Archives Bazaar hosted by us and the second is long-term marketing with the intention of solidifying our place as a viable host for future Border Archives Bazaars. Our intention is for the Short-Term Marketing will be covered by the Society of Southwest Archivists' Community Outreach Fund and for the Long-Term Marketing to be covered by the HOT Fund. Our reasoning for this is twofold, the Border Region Archives Group (the consortia of archives and cultural heritage institutions who participate and partially plan the event) has received funding for similar expenses from this Fund before (on three separate occasions), and this year's Border Archives Bazaar is much too early (Oct 9-10) in the HOT Fund Fiscal Year to be effectively promoted across such a wide dispersal area, considering our participating institutions are between 250 miles (UTEP) and 500 miles (UNM) away. Instead, HOT Funds will be used for our Long-Term Marketing plan to promote the event itself during and long after it has ended so as to solidify Alpine as not only a viable location, but rather an *ideal* location for forthcoming Border Archives Bazaars.

Short-Term Marketing

Our short-term marketing for the event will consist of Press Releases created internally and distributed through the Sul Ross State University Communications Office. This Press Releases will be shared with local newspapers, the Visitor's Center, and state-wide publications and news networks typically used by the University. The event will also be posted on community calendars (such as the Sentinel's) and submitted for Public Service Announcements (such as with Marfa Public Radio).

Additionally, using funding from the Society of Southwest Archivist Community Outreach Grant, we intend to pay for 5 weeks of ads in the Avalanche (\$40), 30 days on the KVLFF Trading Post (\$10), and a month of Meta social media advertising with a 250 mile radius (\$450). We will also be printing event reminder postcards and flyers (\$150) for dispersal at the local repositories participating in the event. Traditionally, the design is done internally by BRAG members based on the year's theme.

Both the Press Release and the postcard design will be shared to all Border Region Archives Group member institutions for dispersal. This is done every year to expand the reach of event promotion and share the financial burden of hosting among member institutions. In our case, it means that versions of our marketing materials will reach and be distributed across New Mexico, the Lubbock area, and the greater El Paso area at no cost to us.

Long-Term Marketing

Our long-term marketing for the event consists of promotional materials to be used during and after the Border Archives Bazaar. This consists of identification lanyards (\$395 for customized conference lanyards, \$21 for vinyl identification sleeves, \$80 for individualized name cards), custom notepads (\$327.50), and a reusable roll-up retractable banner display (\$349-400).

All event speakers and volunteers will wear the identification/conference lanyards on both days of the event. While the immediate purpose of this is to provide easy identification of the participants and their institutions, the long-term purpose is creating a personalized memento of the event. Similarly, the notepads will be used during the event by BRAG volunteers and the speakers to jot down visitor questions and other notes, but will serve the secondary purpose of being a semi-permanent fixture on the desks of all who travelled for the event. This is why the lanyards and notepads would be heavily customized to highlight Alpine, Texas and the Archives of the Big Bend and why they will only be for volunteers and speakers, most of whom are travelling from over 250 miles away and are staying 3+ nights. The last item is a banner that will travel with the host institution (the Archives of the Big Bend) to future BRAG events, highlighting Alpine-specific archival images. These items combined serve to remind BRAG members and future BRAG participants and visitors (likely in Las Cruces, NM or El Paso, TX) of Alpine as an ideal host location for the Annual Border Archives Bazaar and an enjoyable and historic place to visit.

While most of our digital and printed advertising for this year's Border Archives Bazaar will take place prior to HOT Grant Fiscal Year, the reusable custom printed advertising materials for the event will serve as a reminder for all participating institutions of Alpine's viability as the host location for future Border Archives Bazaars. 90% of the confirmed participating institutions are travelling between 200 and 300 miles and staying at least three nights to participate in this year's Bazaar. Additionally, we are using the event to welcome new institutions to the Border Region Archives group, hoping to expand further into the Big Bend region. Successful recruitment of local institutions also increases the likelihood that future Bazaars will be hosted in Alpine, leading to consistent increases to historical tourism to the area. Overall, our goal is to make Alpine the first choice for future regional Archives Bazaars and other historical tourism opportunities by creating a memorable and comfortable experience for our volunteers, speakers, and visitors coming in from New Mexico, El Paso, and the Panhandle.

Schedule of Activities

10th Annual Border Archives Bazaar Event: October 9-10th

9th: 12-3 PM Event for Area Schools

9:15 AM	Shuttle pick-up from hotels	???:SRSU	
9:30-11:30 AM	Welcome packet distribution; Table display setup	Espino ABC	
12-12:15:	6-12th Grade students arrive	SRSU	
12:15-12:30	Welcome & Intros.	Espino AB	

12:30 - 2:45	Students visit activity stations & display tables	Espino AB	
1-2 PM	Presentations	Espino C	
2:45 - 3 PM	Classes regroup & load busses	SRSU	
3-4 PM	Activity teardown & cleanup	Espino	
4-6 PM	History Happy Hour & Welcome	MoBB	
6:15 PM	Shuttles back to hotel	SRSU/???	
	Free-time in Alpine!		

10th: Traditional Archives Bazaar for General Community

8:15 AM	Shuttle pick-up from hotels	??*/SRSU
8:30-10 AM	Table display setup	Espino ABC
10 AM - 4 PM	Community Outreach Tabling	Espino AB
10 AM - 4 PM	Presentations & Workshops	Espino C
4-5 PM	Pack up and clear area	Espino
5:15 PM	Shuttles back to hotels	SRSU/???

Estimated Attendance and Economic Impact

While this is the first year that this event will be held in Alpine, we do have some data from previous BRAG Annual Border Archives Bazaars (typically held in Las Cruces, NM or El Paso, TX). The event is organized by the Border Region Archives Group (BRAG), a consortium of archives, museums, and other cultural repositories across the borderland region. While the organization does occasionally plan and provide additional workshops and talks, the annual

Border Archives Bazaar is its main event. The Bazaar typically has between 15-20 repositories from across all of New Mexico, El Paso, Cd. Juarez, Alpine, and Lubbock). Attendance has ranged between 120-250, generally around 150. However, this year we plan to add an extra day specifically for area schools. Both the change of location and the addition of the extra day with student attendance will impact this year's attendance numbers.

Previously, there would not have been a significant economic impact since most repositories and visitors drove in from within a 75 mile radius, though some visitors did mention having driven further. However, almost all confirmed repositories participating this year are traveling at least 250 miles and staying at least 3 nights in area hotels. That is also a significant change caused by the change of host location.

Category	Cost	Description
Civic Center Rental	\$0.00	
Advertising	\$1,200.00	All long-term reusable marketing materials, including event lanyards, notepads, and traveling event banner to be displayed at all Border Archives Bazaars
Arts	\$0.00	
Restoration or Preservation	\$1,100.00	Catering expenses for hospitality mixer for historians, curators, and archivists providing historical research and preservation workshops
Sporting Event	\$0.00	
Transportation	\$100.00	2-Day shuttle van to transport volunteer and speakers to/from their hotel and the Espino Conference Center
Total	\$2,400.00	